



Passport

Fine Wines/Champagne and Spirits in Germany

Euromonitor International

October 2023

This sample report is for illustration
purposes only.

Some content and data have been
changed.

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FINE WINES/CHAMPAGNE AND SPIRITS IN GERMANY - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Fine Wines/champagne And Spirits Sees Strong Current Value Growth In 2023

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Fine Wines Is The Biggest Category In Value Terms In 2023

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Moët Hennessy Deutschland GmbH Is The Number One Player In Fine Wines/champagne And Spirits In 2022

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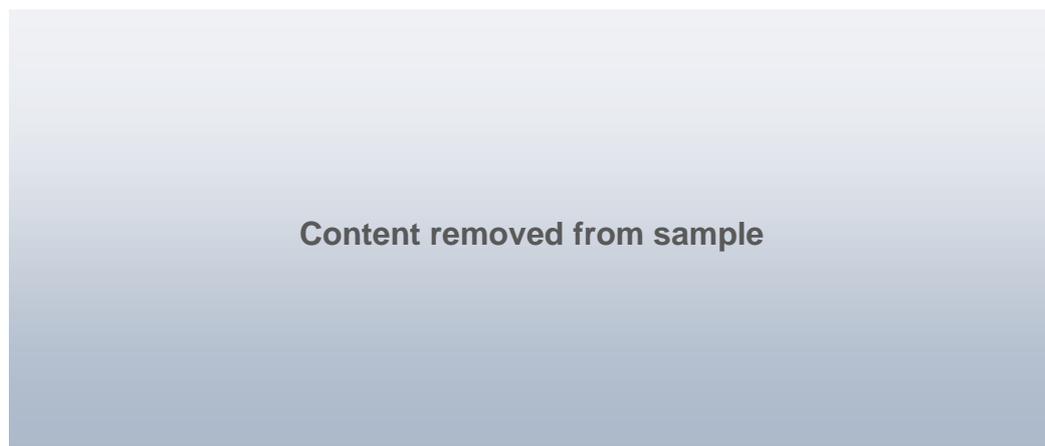
PROSPECTS AND OPPORTUNITIES

Value Sales Forecast To Rise At Constant 2023 Prices Over 2023-2028

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Fine Wines Expected To See The Fastest Percentage CAGR Rise During Forecast Period

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CATEGORY DATA

Table 1 Sales of Fine Wines/Champagne and Spirits by Category: Value 2018-2023

EUR million	2018	2019	2020	2021	2022	2023
Fine Wines	Data removed from sample					
- Fine Champagne						
- Other Fine Wine						
Luxury Spirits						
- Luxury Brandy and Cognac						
- Luxury Whiskies						
- Other Luxury Spirits						
Fine Wines/Champagne and Spirits						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
Fine Wines	Data removed from sample		
- Fine Champagne			
- Other Fine Wine			
Luxury Spirits			
- Luxury Brandy and Cognac			
- Luxury Whiskies			
- Other Luxury Spirits			
Fine Wines/Champagne and Spirits			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 NBO Company Shares of Fine Wines/Champagne and Spirits: % Value 2018-2022

% retail value rsp Company	2018	2019	2020	2021	2022
Data removed from sample					

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 Distribution of Fine Wines/Champagne and Spirits by Format: % Value 2018-2023

% retail value rsp	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						
-- Non-Grocery Retailers						
--- General Merchandise Stores						
--- Apparel and Footwear Specialists						
--- Appliances and Electronics Specialists						
--- Home Products Specialists						
--- Health and Beauty Specialists						
--- Leisure and Personal Goods						

Specialists
 --- Other Non-Grocery
 Retailers
 - Retail E-Commerce
 Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Forecast Sales of Fine Wines/Champagne and Spirits by Category: Value 2023-2028

EUR million

	2023	2024	2025	2026	2027	2028
Fine Wines	Data removed from sample					
- Fine Champagne						
- Other Fine Wine						
Luxury Spirits						
- Luxury Brandy and Cognac						
- Luxury Whiskies						
- Other Luxury Spirits						
Fine Wines/Champagne and Spirits						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 6 Forecast Sales of Fine Wines/Champagne and Spirits by Category: % Value Growth 2023-2028

% constant value growth

	2023/2024	2023-28 CAGR	2023/28 Total
Fine Wines	Data removed from sample		
- Fine Champagne			
- Other Fine Wine			
Luxury Spirits			
- Luxury Brandy and Cognac			
- Luxury Whiskies			
- Other Luxury Spirits			
Fine Wines/Champagne and Spirits			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

LUXURY GOODS IN GERMANY - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Luxury Goods In 2023: The Big Picture

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2023 Key Trends

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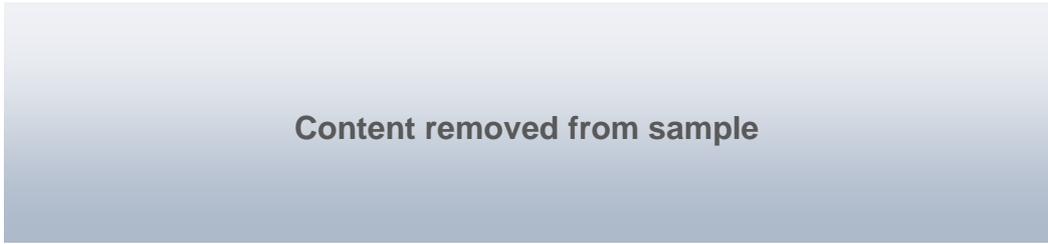
Competitive Landscape

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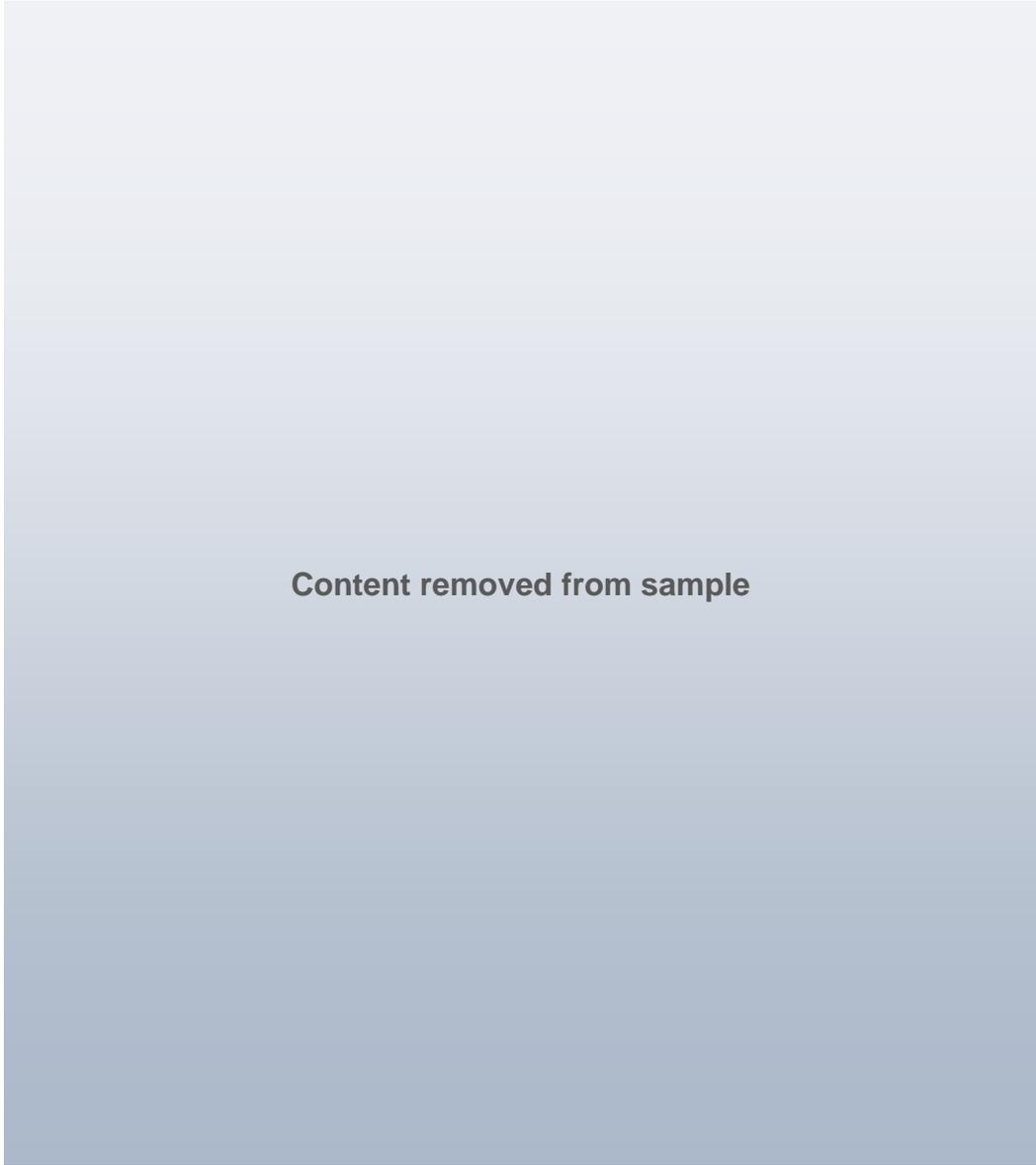
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Retailing Developments

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What Next For Luxury Goods?



MARKET DATA

Table 7 Sales of Luxury Goods by Category: Value 2018-2023

EUR million	2018	2019	2020	2021	2022	2023
Luxury Foodservice	Data removed from sample					
Luxury Hotels						
Experiential Luxury						
Fine Wines						
Luxury Spirits						
Fine Wines/Champagne and Spirits						
Premium and Luxury Cars						
Designer Apparel and Footwear (Ready-to-Wear)						
Luxury Eyewear						
Luxury Jewellery						
Luxury Leather Goods						
Luxury Wearables						
Electronics						
Luxury Timepieces						
Luxury Writing Instruments and Stationery						
Super Premium Beauty and Personal Care						
Personal Luxury						
Luxury Goods						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 Sales of Luxury Goods by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
Luxury Foodservice	Data removed from sample		
Luxury Hotels			
Experiential Luxury			
Fine Wines			
Luxury Spirits			
Fine Wines/Champagne and Spirits			
Premium and Luxury Cars			
Designer Apparel and Footwear (Ready-to-Wear)			
Luxury Eyewear			
Luxury Jewellery			
Luxury Leather Goods			
Luxury Wearables Electronics			
Luxury Timepieces			
Luxury Writing Instruments and Stationery			
Super Premium Beauty and Personal Care			
Personal Luxury			
Luxury Goods			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

EUR Million

	2018	2019	2020	2021	2022	2023
Brazil	Data removed from sample					
China						
France						
GCC Countries						
Germany						
Japan						
Russia						
South Korea						
United Kingdom						
US						
Other						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 10 NBO Company Shares of Luxury Goods: % Value 2018-2023

% retail value rsp Company	2018	2019	2020	2021	2022	2023
Data removed from sample						

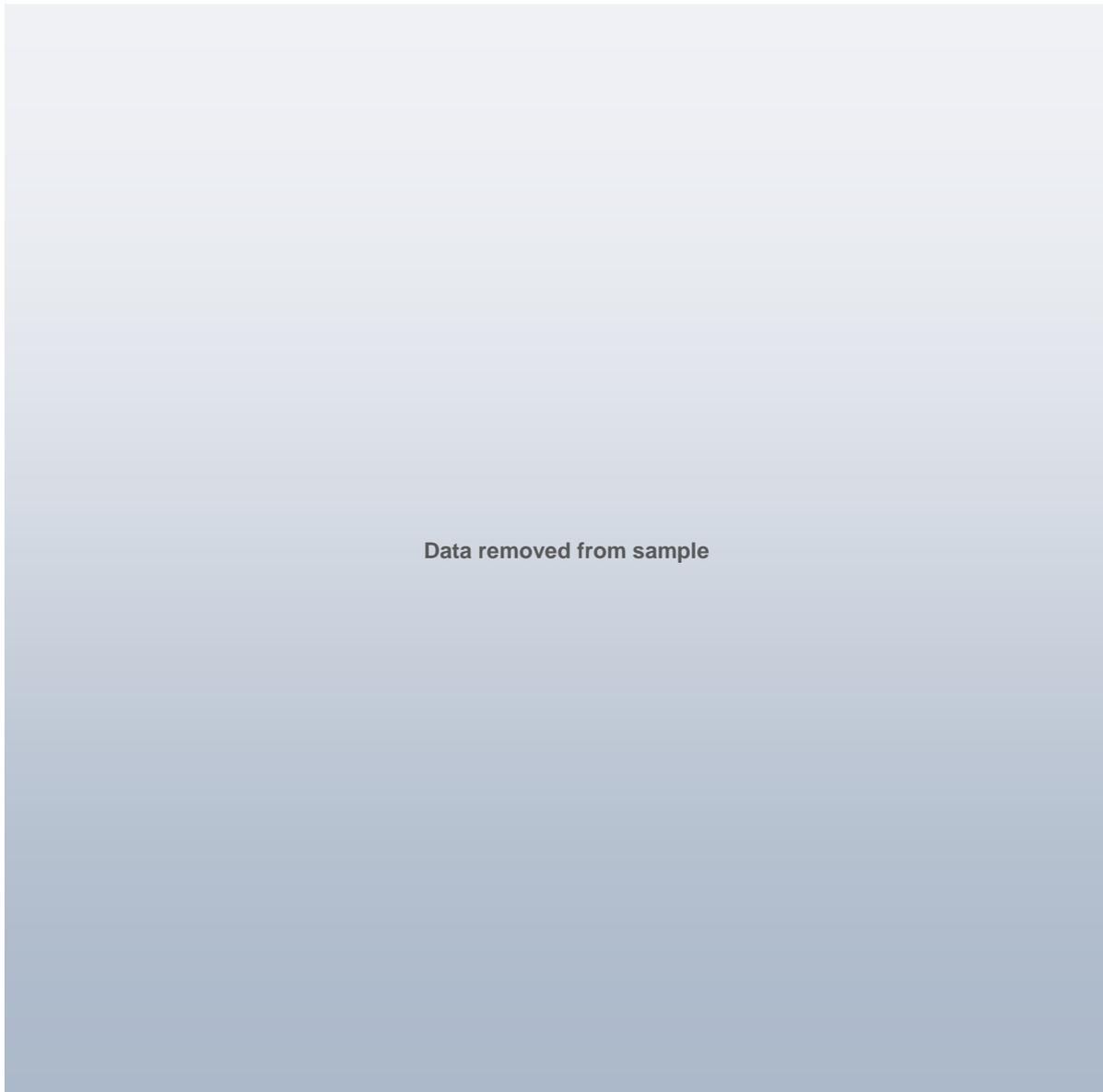
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Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 11 LBN Brand Shares of Luxury Goods: % Value 2019-2023

% retail value rsp Brand (GBO)	Company (NBO)	2019	2020	2021	2022
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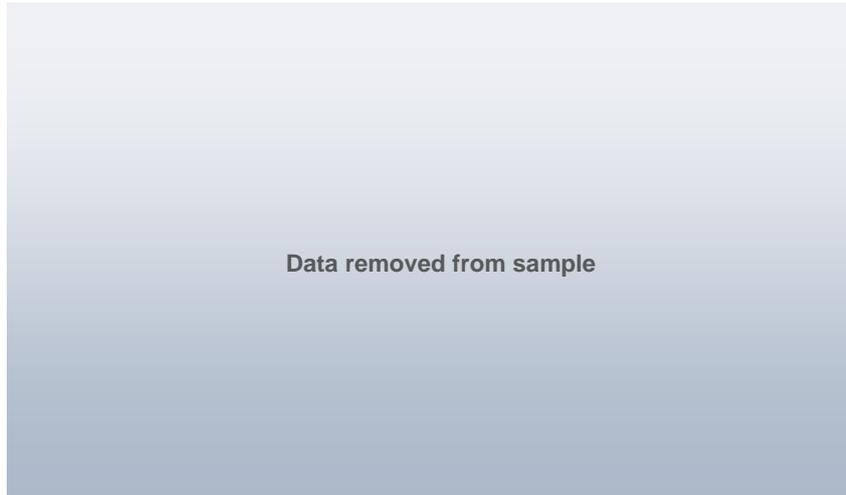
Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 12 **Distribution of Luxury Goods by Format and Category: % Value 2023**

% retail value rsp

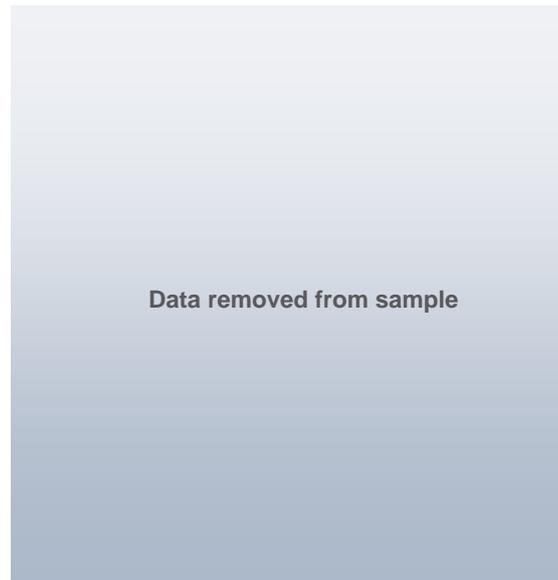
	Fine Wines/ Champagne and Spirits	Personal Luxury	Designer Apparel and Footwear (Ready-to-Wear)	Luxury Eyewear	Luxury Jewellery	Luxury Leather Goods
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						

- Non-Grocery Retailers
- General Merchandise Stores
- Apparel and Footwear Specialists
- Appliances and Electronics Specialists
- Home Products Specialists
- Health and Beauty Specialists
- Leisure and Personal Goods Specialists
- Other Non-Grocery Retailers
- Retail E-Commerce
- Total



- Luxury Wearables Electronics
- Luxury Timepieces
- Luxury Writing Instruments and Stationery
- Super Premium Beauty and Personal Care

- Retail Channels
- Retail Offline
- Grocery Retailers
- Non-Grocery Retailers
- General Merchandise Stores
- Apparel and Footwear Specialists
- Appliances and Electronics Specialists
- Home Products Specialists
- Health and Beauty Specialists
- Leisure and Personal Goods Specialists
- Other Non-Grocery Retailers
- Retail E-Commerce
- Total



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Forecast Sales of Luxury Goods by Category: Value 2023-2028

EUR million	2023	2024	2025	2026	2027	2028
Luxury Foodservice	Data removed from sample					
Luxury Hotels						
Experiential Luxury						
Fine Wines						

Luxury Spirits
 Fine Wines/Champagne
 and Spirits
 Premium and Luxury Cars
 Designer Apparel and
 Footwear (Ready-to-Wear)
 Luxury Eyewear
 Luxury Jewellery
 Luxury Leather Goods
 Luxury Wearables
 Electronics
 Luxury Timepieces
 Luxury Writing
 Instruments and
 Stationery
 Super Premium Beauty
 and Personal Care
 Personal Luxury
 Luxury Goods



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

% constant value growth

2023/2024 2023-28 CAGR 2023/28 Total

Luxury Foodservice
 Luxury Hotels
 Experiential Luxury
 Fine Wines
 Luxury Spirits
 Fine Wines/Champagne and Spirits
 Premium and Luxury Cars
 Designer Apparel and Footwear (Ready-to-Wear)
 Luxury Eyewear
 Luxury Jewellery
 Luxury Leather Goods
 Luxury Wearables Electronics
 Luxury Timepieces
 Luxury Writing Instruments and Stationery
 Super Premium Beauty and Personal Care
 Personal Luxury
 Luxury Goods



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

DISCLAIMER

Forecast closing date: 12 June 2023

Report closing date: 1 October 2023

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2023 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access

strategic analysis and updates on www.euromonitor.com and via the Passport system, where new content is being added on a systematic basis.

SOURCES

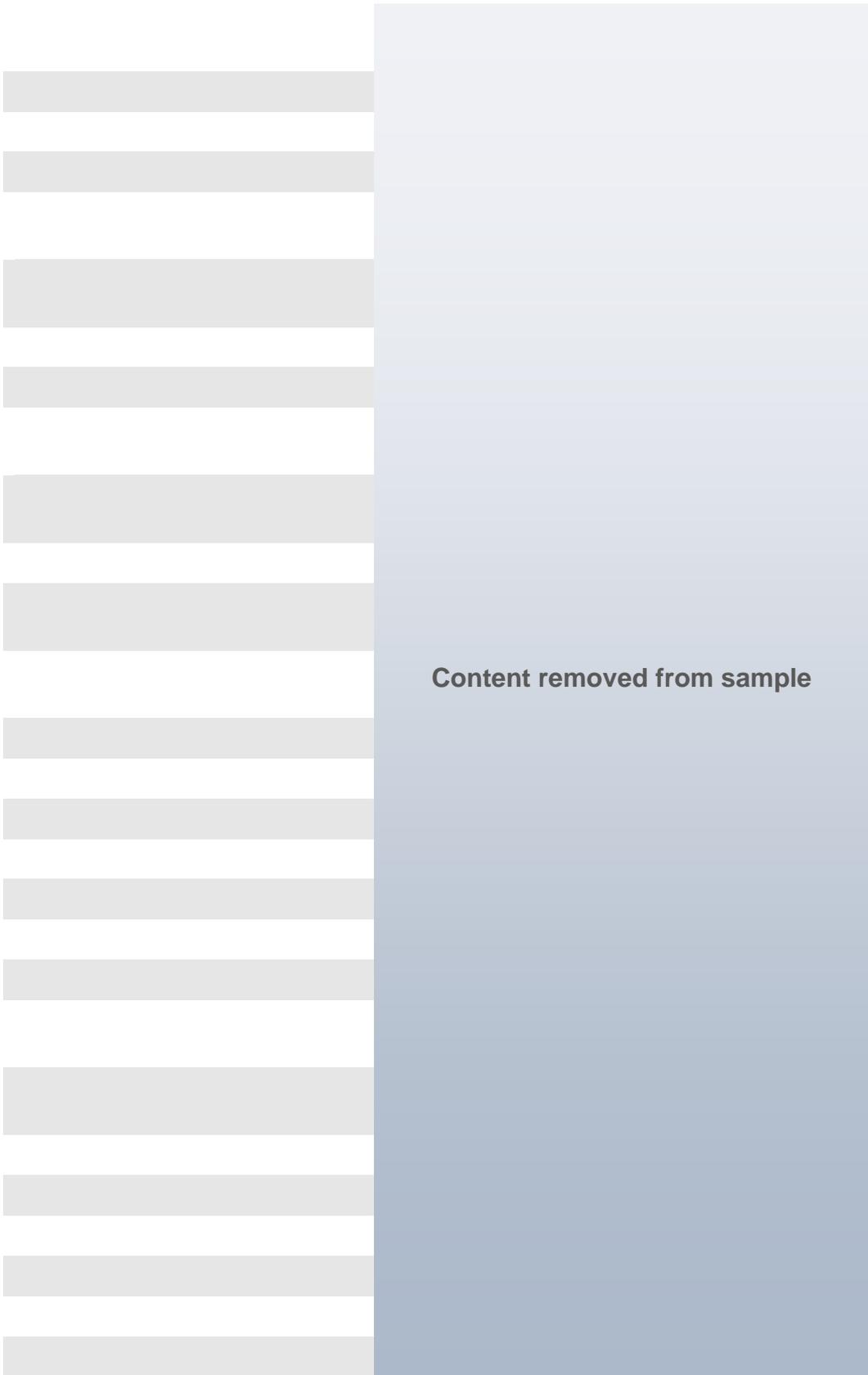
Sources used during the research included the following:

Summary 1 Research Sources

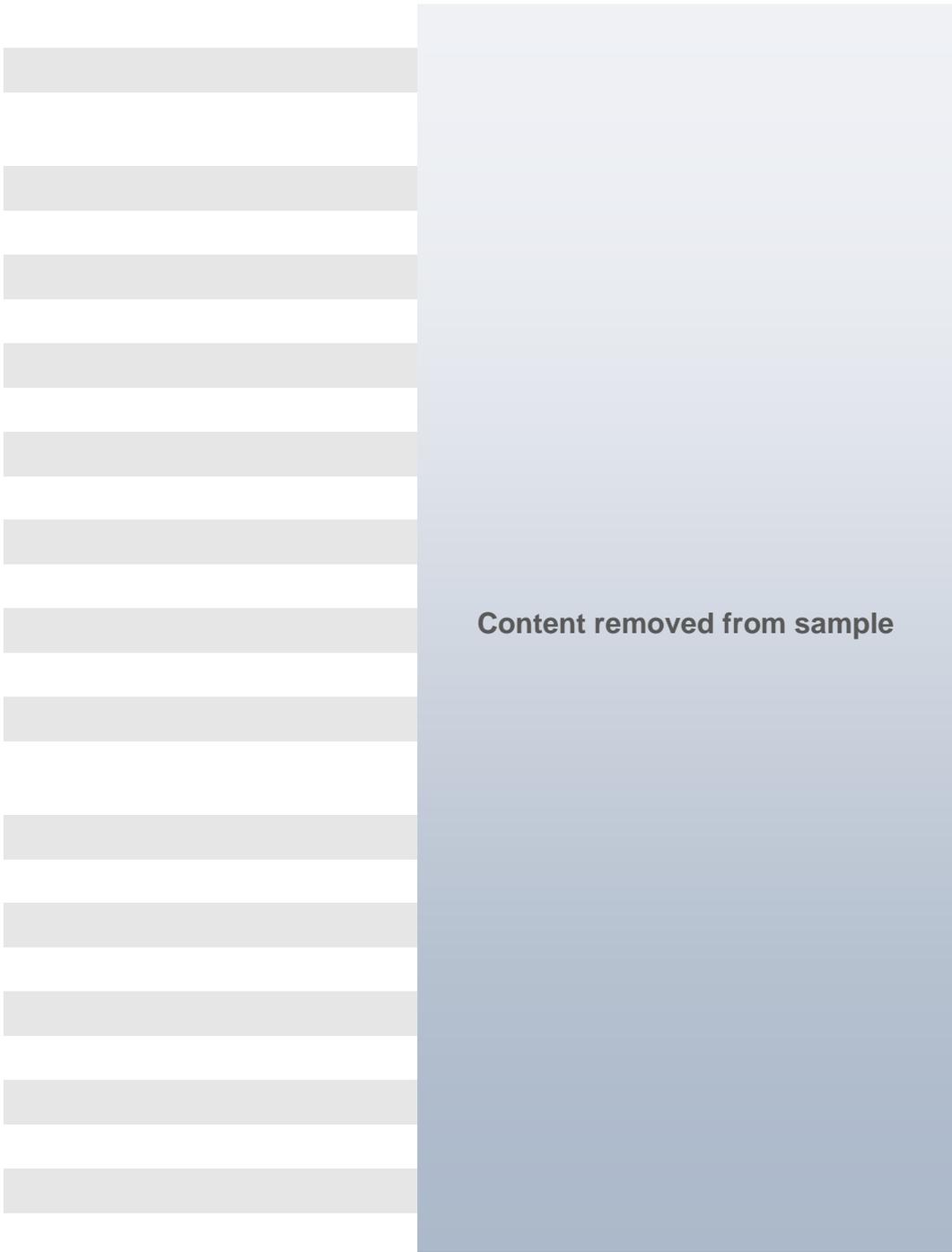
Official Sources

Trade Associations

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Trade Press	



Source: Euromonitor International