



Soft Drinks in Germany

January 2026

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EXECUTIVE SUMMARY

Health and wellness, price and nostalgia are key factors in consumers' purchasing decisions

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Cost-savings without compromising on quality

Health and wellness increasingly shapes offer and demand

Changing foodservice consumption supports a demand for soft drinks

WHAT'S NEXT?

Sober trend to favour soft drinks consumption

Diversification to cover consumers' needs

Retail to maintain dominance despite recovery of foodservice

COMPETITIVE LANDSCAPE

Aldi is adding premium value to diversify its offer

Paulaner Brauerei shows dynamism through a retro and nostalgia appeal

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Carbonates in Germany

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COMPETITIVE LANDSCAPE

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[Juice in Germany](#)

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INDUSTRY PERFORMANCE

Price increases impact consumer behaviours

Juice drinks (up to 24% juice) benefits from a price advantage over 100% juice and the nostalgia trend

WHAT'S NEXT?

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Juice to see innovation to move out of stagnation

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COMPETITIVE LANDSCAPE

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[RTD Coffee in Germany](#)

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[RTD Tea in Germany](#)

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COMPETITIVE LANDSCAPE

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[Energy Drinks in Germany](#)

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INDUSTRY PERFORMANCE

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Consumer search for healthier soft drinks could hit energy drinks

Potential age limit looming alongside health concerns

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[Sports Drinks in Germany](#)

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[Asian Speciality Drinks in Germany](#)

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Asian speciality drinks remain niche in foodservice

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Limited availability and awareness to continue to constrain growth potential

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