



Asian Speciality Drinks in Germany

January 2026

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Asian Speciality Drinks in Germany - Category analysis

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2025 DEVELOPMENTS

Asian speciality drinks see volume sales decline amid shifting consumer priorities and competition

INDUSTRY PERFORMANCE

Economic factors and limited availability and awareness hinder retail demand

Asian speciality drinks remain niche in foodservice

WHAT'S NEXT?

Limited availability and awareness to continue to constrain growth potential

Digital and technological advancements to drive innovation and efficiencies

Social media and influencer marketing to gain influence in Asian speciality drinks

COMPETITIVE LANDSCAPE

Thai Agri Foods leverages a strong brand name and accessibility to consolidate leadership

Mogu Mogu sees innovation and fosters consumer engagement

CHANNELS

Regional demographics continue to shape the distribution landscape while large modern grocery retailers emerge in the category

E-commerce remains significant but cedes ground to small local grocers

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Soft Drinks in Germany - Industry Overview

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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Discounters respond to the affordability dynamic while developing higher-quality assortments

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