



**Euromonitor  
International**

# Concentrates in Germany

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## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Consumers seek added value with functional concentrates

### INDUSTRY PERFORMANCE

Mixology and sustainability add dynamism

Liquid concentrates is the most dynamic type

### WHAT'S NEXT?

Home mixing and sustainability to continue to drive growth

More innovation to come

Hydration in innovative formats

### COMPETITIVE LANDSCAPE

Polarisation in terms of economy and premium demand

SodaStream rides the home-mixing trend

### CHANNELS

Large modern grocery retailers compete on price

Larger and more diverse assortments support supermarkets' leadership

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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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### About Euromonitor International

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