



**Euromonitor
International**

Rtds in Germany

July 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising popularity of spirit-based RTDs

Strong presence of private label continues to increase

Discounters make gains while on-trade channel faces major challenges

PROSPECTS AND OPPORTUNITIES

Innovations are expected to support growth with non-alcoholic RTDs coming of age

Greater presence of soft drinks brands expected through co-branding agreements

Mate and tea flavours set to gain prominence as energy boosting is a core attribute

CATEGORY DATA

Table 1 - Sales of RTDs by Category: Total Volume 2019-2024

Table 2 - Sales of RTDs by Category: Total Value 2019-2024

Table 3 - Sales of RTDs by Category: % Total Volume Growth 2019-2024

Table 4 - Sales of RTDs by Category: % Total Value Growth 2019-2024

Table 5 - Sales of RTDs by Off-trade vs On-trade: Volume 2019-2024

Table 6 - Sales of RTDs by Off-trade vs On-trade: Value 2019-2024

Table 7 - Sales of RTDs by Off-trade vs On-trade: % Volume Growth 2019-2024

Table 8 - Sales of RTDs by Off-trade vs On-trade: % Value Growth 2019-2024

Table 9 - GBO Company Shares of RTDs: % Total Volume 2020-2024

Table 10 - NBO Company Shares of RTDs: % Total Volume 2020-2024

Table 11 - LBN Brand Shares of RTDs: % Total Volume 2021-2024

Table 12 - Forecast Sales of RTDs by Category: Total Volume 2024-2029

Table 13 - Forecast Sales of RTDs by Category: Total Value 2024-2029

Table 14 - Forecast Sales of RTDs by Category: % Total Volume Growth 2024-2029

Table 15 - Forecast Sales of RTDs by Category: % Total Value Growth 2024-2029

Alcoholic Drinks in Germany - Industry Overview

EXECUTIVE SUMMARY

Alcoholic drinks in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

On-trade vs off-trade split

What next for alcoholic drinks?

MARKET BACKGROUND

Legislation

Legal purchasing age and legal drinking age

Drink driving

Advertising

Smoking ban

Opening hours

On-trade establishments

OPERATING ENVIRONMENT

Contraband/parallel trade

Duty free

Cross-border/private imports

KEY NEW PRODUCT LAUNCHES

Outlook

MARKET INDICATORS

Table 16 - Retail Consumer Expenditure on Alcoholic Drinks 2019-2024

MARKET DATA

Table 17 - Sales of Alcoholic Drinks by Category: Total Volume 2019-2024

Table 18 - Sales of Alcoholic Drinks by Category: Total Value 2019-2024

Table 19 - Sales of Alcoholic Drinks by Category: % Total Volume Growth 2019-2024

Table 20 - Sales of Alcoholic Drinks by Category: % Total Value Growth 2019-2024

Table 21 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: Value 2024

Table 22 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Volume 2024

Table 23 - Sales of Alcoholic Drinks by Category by Off-trade vs On-trade: % Value 2024

Table 24 - GBO Company Shares of Alcoholic Drinks: % Total Volume 2020-2024

Table 25 - Distribution of Alcoholic Drinks by Format: % Off-trade Value 2019-2024

Table 26 - Distribution of Alcoholic Drinks by Format and by Category: % Off-trade Volume 2024

Table 27 - Forecast Sales of Alcoholic Drinks by Category: Total Volume 2024-2029

Table 28 - Forecast Sales of Alcoholic Drinks by Category: Total Value 2024-2029

Table 29 - Forecast Sales of Alcoholic Drinks by Category: % Total Volume Growth 2024-2029

Table 30 - Forecast Sales of Alcoholic Drinks by Category: % Total Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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