

Cider/Perry in Germany

June 2023

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Cider/Perry in Germany - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Cider/perry increasingly popular with younger generations of legal drinking age Social media and online marketing critical for engagement Further expansion of the cider/perry portfolio

PROSPECTS AND OPPORTUNITIES

Off-trade expected to see higher growth than the on-trade Economic situation will impact potential for growth Cider successfully combines traditional with modern

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Alcoholic Drinks in Germany - Industry Overview

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Alcoholic drinks in 2022: The big picture 2022 key trends Competitive landscape Retailing developments On-trade vs off-trade split What next for alcoholic drinks?

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DISCLAIMER

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