



Beer in Germany

August 2022

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Beer in Germany - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Focus on off-trade channel defined by price pressures creates challenges for brewers
Premiumisation strategies focus on retro-style and authenticity to evade price battles
Premium regional brands and craft beer make gains but remain strongly involved in price battles

PROSPECTS AND OPPORTUNITIES

Off-trade sales set to stagnate but differentiation strategies may boost premium lager
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