

# Naturally Healthy Beverages in Germany

June 2022

Table of Contents

## Naturally Healthy Beverages in Germany - Category analysis

### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Naturally healthy products gain in popularity as consumers avoid sugar

Shift to retail boosts NH tea sales

NH bottled water sales under pressure

#### PROSPECTS AND OPPORTUNITIES

Increasing numbers of Germans expected to choose tap water

Stable demand for NH tea over the forecast period

Premium juice variants and innovation to gain further momentum

#### CATEGORY DATA

Table 1 - Sales of NH Beverages by Category: Value 2016-2021

Table 2 - Sales of NH Beverages by Category: % Value Growth 2016-2021

Table 3 - NBO Company Shares of NH Beverages: % Value 2017-2021

Table 4 - LBN Brand Shares of NH Beverages: % Value 2018-2021

Table 5 - Distribution of NH Beverages by Format: % Value 2016-2021

Table 6 - Forecast Sales of NH Beverages by Category: Value 2021-2026

Table 7 - Forecast Sales of NH Beverages by Category: % Value Growth 2021-2026

## Health and Wellness in Germany - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

### MARKET DATA

Table 8 - Sales of Health and Wellness by Type: Value 2016-2021

Table 9 - Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 10 - Sales of Health and Wellness by Category: Value 2016-2021

Table 11 - Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 12 - Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 13 - Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 14 - NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 15 - LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 16 - Distribution of Health and Wellness by Format: % Value 2016-2021

Table 17 - Distribution of Health and Wellness by Format and Category: % Value 2021

Table 18 - Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 19 - Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 20 - Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 21 - Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 22 - Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 23 - Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/naturally-healthy-beverages-in-germany/report](http://www.euromonitor.com/naturally-healthy-beverages-in-germany/report).