

Germany Beer Market 2017 Share, Trend, Segmentation and Forecast to 2020

Germany Beer Consumption, Demand, Sales, Competitor and Forecast 2017 – 2022

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/EINPresswire.com/ -- Summary

Health trend factor has kept the low alcohol and alcohol free beverage market in demand with keeping the consumption volume stable and also increasing the demand of wheat beer. Mainstream brands run by massive price promotion are sweeping away the volume share of discount beers due to low brand loyalty. Preference for metal can has made more brands adding cans to their packaging profile.



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Key Findings

- In tandem with the ongoing consumer health trend, consumers are looking to drink less alcohol but still maintain social activity.
- Beer mixes are becoming a vital part of the German beer by attracting the consumers who are non-beer drinker.
- Growth of 2% in modern retail and home delivery helped drive the overall off-premise channel into growth of 1%.
- Brewers' marketing expenditures are rising as marketing remains a key focus with much of this outlay being spent on TV advertising.

Synopsis

[Germany Beer](#) Market Insights 2016 Report provides a complete overview of the German beer industry structure offering a comprehensive insight into historical background trends, 2015 performance and 2016 outlook.

Covering total market (on and off-premise) the report details:

- 2011-2015 actual detailed beer consumption volume data by segment, brand, brewer, packaging and distribution (on-/off-premise), with 2016 forecasts
- Top line production, import, export and consumption volume from 2005-2015 with forecasts for 2016
- Value by distribution channel 2011-2015, with 2016 forecasts
- 2014-2016 selected on- / off-premise retail prices
- Details of key beer new product launches in 2015 by company
- Overview of the competitive landscape in the beer market, with analysis of key company performance
- Insightful and valuable analysis of the drivers behind both current and emerging trends in the beer market
- Data is also available in excel format

Reasons to Buy

- Gain an in-depth understanding of the dynamics and structure of the German beer industry, from the latest competitive intelligence of both historical and forecast trends to enhance your corporate strategic planning
- Evaluate the current emerging trends and future growth opportunities in the German beer market to support your brand development and marketing initiatives
- Understand volume vs. value trends and identify the key growth opportunities across the super-premium, premium, mainstream and discount segments to best target profitability
- Analyse domestic and imported beer brand performance and determine the key trends driving consumption preference to develop a competitive advantage
- Interrogate the unique granularity of our data to analyse the market on a variety of levels to make well-informed decisions on future threats and growth prospects in the marketplace for your company
- Use our new power point add-on to quickly absorb a succinct summary of the key trends in the German beer market
- View a selection of the key 2015 product launches and identify competitor activity and product innovation and differentiation prospects

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