Beer Market in Germany - Market Research 2015-2019

About beer market in Germany
Beer is the most consumed alcoholic beverage in Germany. It accounted for a market share of 47.18% of the total alcohol market in Germany in 2014, amounting to $84.99 billion. Though the beer market is the largest segment, it has matured and is likely to exhibit a declining pattern during the forecast period.

The beer market in Germany witnessed growth in 2014 because of the victory of Germany in the Football World Cup, which led to increased consumption of beer. However, during the forecast period the market is likely to decline because of changing consumer demographics and rising health consciousness among consumers.

The report forecasts the beer market in Germany to grow at a CAGR of 1.19% and 0.63% in terms of revenue and volume, respectively, over the period 2014-2019.

Covered in this report
This report covers the present scenario and the growth prospects of the beer market in Germany for the period 2015-2019. To calculate the market size, the report takes into account the sales and consumption through various distribution channels, and takes into account the taxes levied by the government.

The market size is calculated in terms of revenue as well as volume for the following categories:
- Standard lager
- Premium lager
- Specialty beer
- Low alcohol
- Ales and stouts

It also covers the sales via distribution channels of the following segments:
- On-trade (licensed pubs, bars, clubs, restaurants, and other outlets related to the hospitality sector)
- Off-trade (specialist retailers, supermarkets/hypermarkets, discounters, and other retail outlets)

The report also presents the vendor landscape and a corresponding detailed analysis of the five major vendors in the market. In addition, it discusses the major drivers that influence the growth of the market, and the challenges faced by vendors and the market at large.

Key vendors
- Anheuser-Busch
- Bitburger Braugruppe
- Krombacher
- OETTINGER Brewery Group
- Radeberger Gruppe

Other prominent vendors
- Beck's Brewery
- Birra Menabrea
- Bitburger Brewery
- Budweiser Budvar Brewery
- Cesu Alus
- Chimay Brewery
- Diageo
- Erdinger
- Forst
- Krombacher Brauerei
- Molson Coors
- Oakleaf Brewery
- Paulaner Brewery
- Pivovarna Laško
- Royal Unibrew
- Švyturys
- The Brew Company
- Veltins
- Warsteiner

Market drivers
- An integral part of German culture
- For a full, detailed list, view the full report

Market challenges
- Availability of substitutes
- For a full, detailed list, view the full report

Market trends
- Growing shift in sales from on-trade to off-trade
- For a full, detailed list, view the full report

Key questions answered in this report
- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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