



Asian Speciality Drinks in Germany

January 2024

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Asian Speciality Drinks in Germany - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

The off-trade drives demand, and supermarkets raise awareness of Asian speciality drinks
Players in Asian speciality drinks follow demand for claims which align with the “natural” trend
The impact of regional demographics on the landscape of Asian speciality drinks in Germany

PROSPECTS AND OPPORTUNITIES

Demand for healthier beverages presents an opportunity
Asian cuisines and beverages will influence the health-conscious youth population
Growing Asian population and cultural hubs will maintain fairly stable demand

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