



**Student name:** Alexander Löhr

**Thesis title:** Market Analysis of Spanish Wine on the German Market

**Jury members (academic title, name, university / institution):**

- Prof. Dr. D. Hoffmann, Department Business Economics and Market Research, Research Institute Geisenheim
- Prof. Luigi Galletto, University of Applied Sciences of Padova

**Abstract (max 300 words)**

**Topic : position and objectives:**

The personal interest of the writer to analyse the highly fragmented and competitive German wine market, the interest about Spanish wine and discussions with the tutors of the Master thesis result in the topic: "Market Analysis of Spanish Wines on the German Market"

**Methods :**

The main section of the thesis represents the current market situation of Spanish wine firstly based on the official import and export statistics and secondly on store checks. The field research was conducted in two cities and in different types of stores to get preferably representative results and to offer the possibility to compare the differences among the different store types. The collection of data included the type of wine and the price and origin of all wines, while Spanish wines were recorded more precisely, including parameters such as grape variety, vintage and bottle size.

**Results :**

It could have been proven that the German market is a very important and attractive market because of the dominance of imported wines and red wines with both more than 50% and the rather stable overcoming of the economic crisis.

The import analysis presents the development of the imports in the period between 1995 and 2010 and gives thereby trends and tendencies of the different type of wines. The overall tendency in import volume is increasing and especially the performance of red and rosé table wines and all bulk wines are pushing this change.

The actual availability of Spanish wine in Germany was analysed with the technique of the store check. In the analysis of the distribution of the discount, the retail and the specialised online trade were showing a picture of a very heterogeneous market.

**Main conclusions:**

The form of the Master thesis including the understanding of the German market and the preparation of market analysis and store checks, offered necessary and very useful knowledge to the author for future work in the wine distribution in Germany.

**Keywords (5) : Market analysis, Import, Store check, German market, Spanish Wine,**

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