

AdVision REPORT: alkoholfreie Biere

Werbestatistik 01.01.2022 - 31.05.2022

WA Brutto Januar-Mai 22

18,39 Mio.€

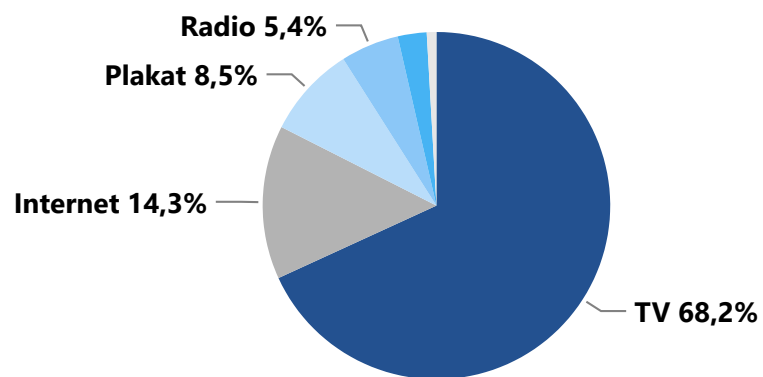
WA Brutto



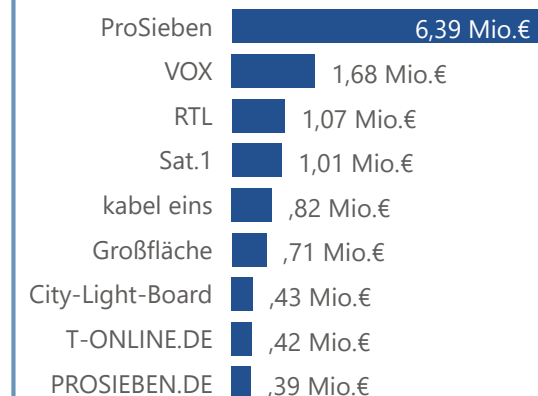
Top 10 Marken

Marke	WA Brutto	WA Brutto Diff. VJ
Jever	8.847.552 €	↑ 3.352.784 €
Radeberger	3.334.868 €	↑ 3.334.868 €
Bitburger	2.620.065 €	↓ -2.483.774 €
Paulaner	2.196.331 €	↓ -3.855.075 €
Erdinger	446.050 €	↑ 443.221 €
Carlsberg	237.478 €	↑ 237.478 €
Berliner Kindl	188.538 €	↑ 86.349 €
Hacker-Pschorr	153.419 €	↑ 99.102 €
Flensburger	110.568 €	↓ -3.781 €
Bundaberg	62.646 €	↑ 62.646 €

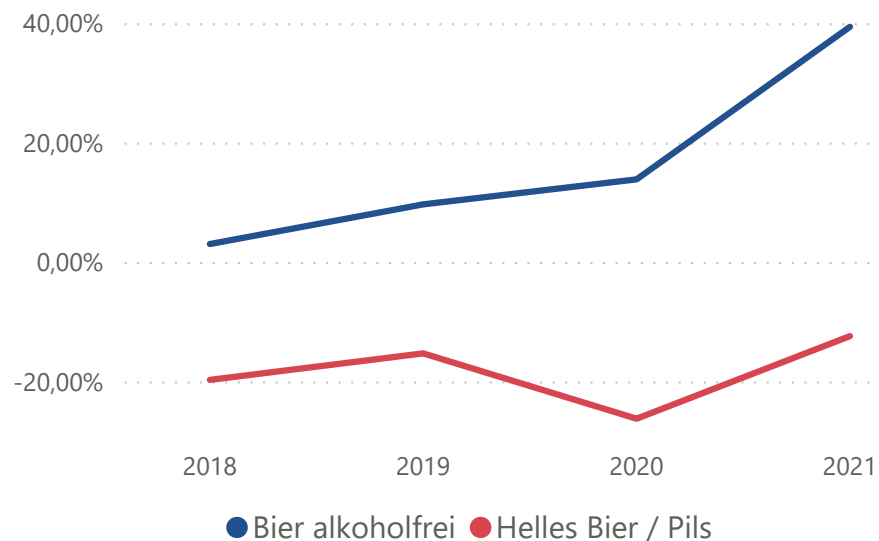
Mediensplit



Top Werbeträger



Marktwachstum nach WA Brutto 2018-2021 in %



Werbeausgaben Januar - Mai 2022

