

# Mast-Jägermeister reports "significant increase" in sales volume in 2022



German spirits company Mast-Jägermeister SE reported a growth of 8.1% in 2022

[Mast-Jägermeister SE](#) has reported that it was able to significantly increase its sales in fiscal year 2022 to a volume of 9.4 million 9-liter cases. This corresponds with a growth of 8.1%, marking a new record for the German company.

"Mast-Jägermeister SE faced enormous challenges last year: As a result of the local zero-COVID strategy, business in China, an important growth market, slumped," explains a press release. "In Russia, the company suspended its business as a result of the Russian attack on Ukraine. However, thanks to its well-balanced global presence in now more than 150 countries, sales losses in these two markets were more than offset by significant growth in all regions."

Double-digit growth was recorded in Western and Eastern Europe, North America, Latin America and the Middle East/Africa region. Positive sales were also recorded in the central European markets of Germany and the United Kingdom, and South Africa became the third-largest market for the company.

"The global travel retail business also developed very positively. Here, double-digit increases in sales volume were recorded. Travelers were attracted to the brand by the award-winning international campaign 'The secret is you' at major hubs. The global brand campaign 'Save the Night', which supports nightlife globally with creative concepts and high investments during COVID, was successfully continued for Jägermeister. At the same time, the brand launched its first cooperation

with the NFT community HAPE and positioned itself in the Web3 universe."

Another of the Group's premium spirits, actor Dwayne Johnson's tequila brand Teremana, has been marketed in North America since 2020.

"Having already celebrated the most successful launch of a premium spirit in the U.S., Teremana's strong growth continued last year, with sales volume increasing 43% to 911,000 9-liter cases."

The craft brand GIN SUL from the 'Altonaer Spirituosen-Manufaktur' (Hamburg-based spirits manufacturer) has been part of the company's portfolio since July 2018. The brand has been further strengthened and sales and distribution carefully expanded. In the German domestic market, the Group distributes the juniper spirit through Mast-Jägermeister Deutschland GmbH.

"The successful fiscal year 2022 and the strategic further development of the brand and country portfolio are the basis for an overall optimistic outlook for the future. For the current fiscal year, however, the company is planning conservatively and with only moderate growth for its core brand Jägermeister due to the diverse market risks."

Michael Volke, CEO of Mast-Jägermeister SE, explained, "We continue to see great potential in almost all global regions. At the same time, the consumer climate is currently at a low level worldwide against the backdrop of political uncertainties as well as high inflation combined with rising energy costs."