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A cup of mulled wine is expected to cost about €5 at many large German Christmas markets in 2026

BWS said Germany sells roughly 50 million liters a year across retail and Christmas markets combined

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A cup of mulled wine is expected to cost about €5 at many of Germany’s large Christmas markets in the 2026 holiday season, according to BWS, a German industry association.

The association’s estimate points to a price level that many visitors are likely to see at major markets as seasonal stalls begin serving one of the country’s best-known winter drinks. Mulled wine, known in Germany as Glühwein, is a staple of the Christmas market trade and one of the most visible products of the holiday retail season.

BWS also said that roughly 50 million liters of mulled wine are sold in Germany each year when both retail sales and Christmas market sales are counted together. That total shows the scale of a business that reaches far beyond the market stalls themselves and extends into supermarkets, specialty retailers and the wider drinks trade.

The figures released on November 15 offer one of the clearest early indications of where seasonal pricing may settle at large markets. Although prices can differ by city, operator and location, the association’s estimate suggests that about €5 a cup will be a common reference point in many of the country’s bigger venues.

For the beverage industry, that price signal is relevant well beyond consumer spending at holiday events. A market that sells tens of millions of liters each year can influence planning by wineries, importers, distributors and hospitality operators that supply or serve seasonal products. The expected price range may also serve as a benchmark for vendors assessing how to position their offers during a short but high-volume sales period.

Germany’s Christmas markets are a major annual outlet for hot alcoholic drinks, and mulled wine remains one of the products most closely tied to that trade. In large cities, the drink is often sold in high foot-traffic settings where prices are watched closely by consumers as well as by businesses in the food and beverage sector. Even small shifts in the commonly accepted price for a cup can matter when multiplied across a market of this size.

BWS did not, in the available figures, provide a full city-by-city breakdown or indicate that every market would charge the same amount. Its estimate instead describes a broad pattern for many large markets, leaving room for local differences. Still, the projection gives consumers and businesses an early guide to what they may encounter as Germany’s Christmas market season gets underway.

With annual sales of about 50 million liters across retail and markets combined, mulled wine remains one of the country’s biggest seasonal drinks categories. That helps explain why even a simple price marker such as €5 a cup is closely watched by vendors and suppliers across the wider beverage business.