



Euromonitor  
International

# Fresh Food in Germany

January 2026

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## Fresh Food in Germany

### EXECUTIVE SUMMARY

Foodservice revival reshapes fresh food demand in 2025

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### INDUSTRY PERFORMANCE

Eggs leads growth within fresh foods in 2025, while foodservice outpaces retail

Meat suffers as consumers shift towards plant-based diets

Health and sustainability concerns continue to shape progress and innovation

### WHAT'S NEXT?

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Prevailing trends will drive development, offering potential for growth

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