



# Sugar and Sweeteners in Germany

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## Sugar and Sweeteners in Germany - Category analysis

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Reformulation and moderation kept sugar and sweeteners near flat in 2025

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Health-conscious consumption reduces sugar intake

Value-oriented purchasing and rise of private label

### WHAT'S NEXT?

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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?

Flat growth forecast for fresh food in Germany

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