



# Passport

## Fish and Seafood in Germany

Euromonitor International

March 2024

This sample report is for illustration  
purposes only.

Some content and data have been  
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# FISH AND SEAFOOD IN GERMANY - CATEGORY ANALYSIS

## KEY DATA FINDINGS

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## 2023 DEVELOPMENTS

Multiple factors contribute to decline of fish and seafood consumption in germany

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Discounters remains most popular channel for buying fish

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## PROSPECTS AND OPPORTUNITIES

Sustainability and ethical sourcing can be a way to increase future fish consumption

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Seafood to see varied development

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Summary 1 Major Processors of Fish and Seafood 2023

Company name	Product type	Rank
Data removed from sample		

Source: Euromonitor International from company reports, company research, trade press, trade sources

CATEGORY DATA

Table 1 Total Sales of Fish and Seafood by Category: Total Volume 2018-2023

'000 tonnes	2018	2019	2020	2021	2022	2023
Fish and Seafood	Data removed from sample					
Crustaceans						
Fish						
Molluscs and Cephalopods						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 2** Total Sales of Fish and Seafood by Category: % Total Volume Growth 2018-2023

% total volume growth

2022/23 2018-23 CAGR 2018/23 Total

Fish and Seafood  
Crustaceans  
Fish  
Molluscs and Cephalopods

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 3** Retail Sales of Fish and Seafood by Category: Volume 2018-2023

'000 tonnes

2018 2019 2020 2021 2022 2023

Fish and Seafood  
Crustaceans  
Fish  
Molluscs and Cephalopods

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 4** Retail Sales of Fish and Seafood by Category: % Volume Growth 2018-2023

% volume growth

2022/23 2018-23 CAGR 2018/23 Total

Fish and Seafood  
Crustaceans  
Fish  
Molluscs and Cephalopods

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 5** Retail Sales of Fish and Seafood by Category: Value 2018-2023

EUR million

2018 2019 2020 2021 2022 2023

Fish and Seafood  
Crustaceans  
Fish  
Molluscs and Cephalopods

**Data removed from sample**

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 6** Retail Sales of Fish and Seafood by Category: % Value Growth 2018-2023

% current value growth

	2022/23	2018-23 CAGR	2018/23 Total
Fish and Seafood	Data removed from sample		
Crustaceans			
Fish			
Molluscs and Cephalopods			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 7** Retail Sales of Fish and Seafood by Packaged vs Unpackaged: % Volume 2018-2023

% retail volume	2018	2019	2020	2021	2022	2023
Packaged	Data removed from sample					
Unpackaged						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 8** Forecast Total Sales of Fish and Seafood by Category: Total Volume 2023-2028

'000 tonnes	2023	2024	2025	2026	2027	2028
Fish and Seafood	Data removed from sample					
Crustaceans						
Fish						
Molluscs and Cephalopods						

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 9** Forecast Total Sales of Fish and Seafood by Category: % Total Volume Growth 2023-2028

% total volume growth	2023/24	2023-28 CAGR	2023/28 Total
Fish and Seafood	Data removed from sample		
Crustaceans			
Fish			
Molluscs and Cephalopods			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 10** Forecast Retail Sales of Fish and Seafood by Category: Volume 2023-2028

'000 tonnes	2023	2024	2025	2026	2027	2028
Fish and Seafood	Data removed from sample					

Crustaceans	Data removed from sample
Fish	
Molluscs and Cephalopods	
Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources	

Table 11      Forecast Retail Sales of Fish and Seafood by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Fish and Seafood	Data removed from sample		
Crustaceans			
Fish			
Molluscs and Cephalopods			
Source:	Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources		

Table 12      Forecast Retail Sales of Fish and Seafood by Category: Value 2023-2028

EUR million	2023	2024	2025	2026	2027	2028
Fish and Seafood	Data removed from sample					
Crustaceans						
Fish						
Molluscs and Cephalopods						
Source:	Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources					

Table 13      Forecast Retail Sales of Fish and Seafood by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Fish and Seafood	Data removed from sample		
Crustaceans			
Fish			
Molluscs and Cephalopods			
Source:	Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources		



# FRESH FOOD IN GERMANY - INDUSTRY OVERVIEW

## EXECUTIVE SUMMARY

### Fresh food in 2023: The big picture

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### 2023 key trends

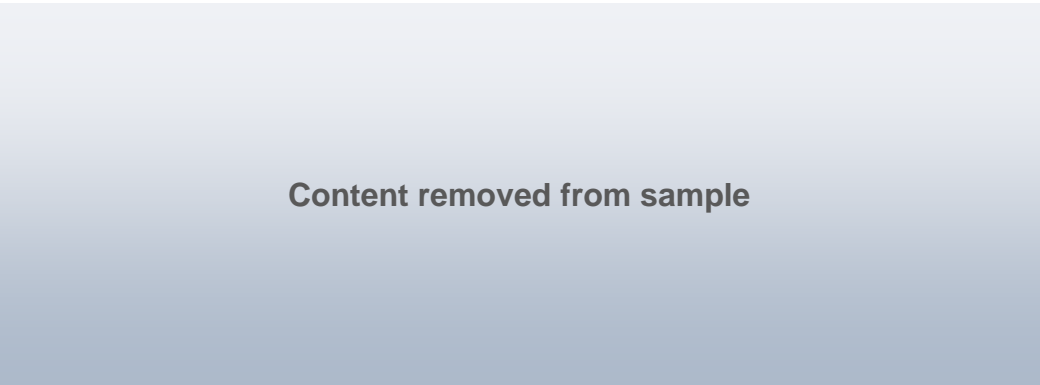
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### Retailing developments

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### What next for fresh food?

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MARKET DATA

Table 14      Total Sales of Fresh Food by Category: Total Volume 2018-2023

'000 tonnes	2018	2019	2020	2021	2022	2023
Fresh Food	Data removed from sample					
Eggs						
Fish and Seafood						
Fruits						
Meat						
Nuts						
Pulses						
Starchy Roots						
Sugar and Sweeteners						
Vegetables						

Source:    Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 15      Total Sales of Fresh Food by Category: % Total Volume Growth 2018-2023

% total volume growth	2022/23	2018-23 CAGR	2018/23 Total
Fresh Food	Data removed from sample		
Eggs			
Fish and Seafood			
Fruits			
Meat			
Nuts			
Pulses			
Starchy Roots			
Sugar and Sweeteners			
Vegetables			

Source:    Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 16      Retail Sales of Fresh Food by Category: Volume 2018-2023

'000 tonnes	2018	2019	2020	2021	2022	2023
Fresh Food	Data removed from sample					
Eggs						
Fish and Seafood						
Fruits						
Meat						
Nuts						
Pulses						
Starchy Roots						
Sugar and Sweeteners						
Vegetables						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 17** Retail Sales of Fresh Food by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
Fresh Food	Data removed from sample		
Eggs			
Fish and Seafood			
Fruits			
Meat			
Nuts			
Pulses			
Starchy Roots			
Sugar and Sweeteners			
Vegetables			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 18** Retail Sales of Fresh Food by Category: Value 2018-2023

EUR million	2018	2019	2020	2021	2022	2023
Fresh Food	Data removed from sample					
Eggs						
Fish and Seafood						
Fruits						
Meat						
Nuts						
Pulses						
Starchy Roots						
Sugar and Sweeteners						
Vegetables						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 19** Retail Sales of Fresh Food by Category: % Value Growth 2018-2023

% current value growth

	2022/23	2018-23 CAGR	2018/23 Total
Fresh Food	Data removed from sample		
Eggs			
Fish and Seafood			
Fruits			
Meat			
Nuts			
Pulses			
Starchy Roots			
Sugar and Sweeteners			
Vegetables			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023**

% retail volume	2018	2019	2020	2021	2022	2023
Packaged	Data removed from sample					
Unpackaged						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 21 Retail Distribution of Fresh Food by Format: % Volume 2018-2023**

% retail volume	2018	2019	2020	2021	2022	2023
Retail Channels	Data removed from sample					
- Retail Offline						
-- Grocery Retailers						
--- Convenience Retail						
---- Convenience Stores						
---- Forecourt Retailers						
--- Discounters						
--- Hypermarkets						
--- Supermarkets						
--- Warehouse Clubs						
--- Food/drink/tobacco specialists						
--- Small Local Grocers						
-- Non-Grocery Retailers						
--- General Merchandise Stores						
--- Apparel and Footwear Specialists						
--- Appliances and Electronics Specialists						
--- Home Products Specialists						
--- Health and Beauty Specialists						
--- Leisure and Personal Goods						

Specialists  
 --- Other Non-Grocery  
 Retailers  
 -- Direct Selling  
 -- Vending  
 - Retail E-Commerce  
 Total

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

**Table 22 Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028**

'000 tonnes

2023 2024 2025 2026 2027 2028

Fresh Food  
 Eggs  
 Fish and Seafood  
 Fruits  
 Meat  
 Nuts  
 Pulses  
 Starchy Roots  
 Sugar and Sweeteners  
 Vegetables

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 23 Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028**

% total volume growth

2023/24 2023-28 CAGR 2023/28 Total

Fresh Food  
 Eggs  
 Fish and Seafood  
 Fruits  
 Meat  
 Nuts  
 Pulses  
 Starchy Roots  
 Sugar and Sweeteners  
 Vegetables

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 24 Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028**

'000 tonnes

2023 2024 2025 2026 2027 2028

Fresh Food  
 Eggs  
 Fish and Seafood

Data removed from sample

Fruits  
Meat  
Nuts  
Pulses  
Starchy Roots  
Sugar and Sweeteners  
Vegetables

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 25 Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028**

% volume growth

2023/24      2023-28 CAGR      2023/28 Total

Fresh Food  
Eggs  
Fish and Seafood  
Fruits  
Meat  
Nuts  
Pulses  
Starchy Roots  
Sugar and Sweeteners  
Vegetables

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 26 Forecast Retail Sales of Fresh Food by Category: Value 2023-2028**

EUR million

2023      2024      2025      2026      2027      2028

Fresh Food  
Eggs  
Fish and Seafood  
Fruits  
Meat  
Nuts  
Pulses  
Starchy Roots  
Sugar and Sweeteners  
Vegetables

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

**Table 27 Forecast Retail Sales of Fresh Food by Category: % Value Growth 2023-2028**

% constant value growth

2023/2024      2023-28 CAGR      2023/28 Total

Fresh Food  
Eggs  
Fish and Seafood  
Fruits

Data removed from sample

Meat  
Nuts  
Pulses  
Starchy Roots  
Sugar and Sweeteners  
Vegetables

Data removed from sample

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

DISCLAIMER

Forecast closing date: 6 November 2023  
Report closing date: 22 March 2024  
Analysis and data in this report give full consideration to consumer behaviour and market performance in 2023 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on [www.euromonitor.com](http://www.euromonitor.com) and via the Passport system, where new content is being added on a systematic basis.

SOURCES

Sources used during the research included the following:

Summary 2    Research Sources

Official Sources	Content removed from sample

Trade Associations

Content removed from sample



	Content removed from sample
Trade Press	

Source: Euromonitor International