



Passport

Fresh Food in Germany

Euromonitor International

March 2024

This sample report is for illustration
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Some content and data have been
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FRESH FOOD IN GERMANY - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Fresh food in 2023: The big picture

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2023 key trends

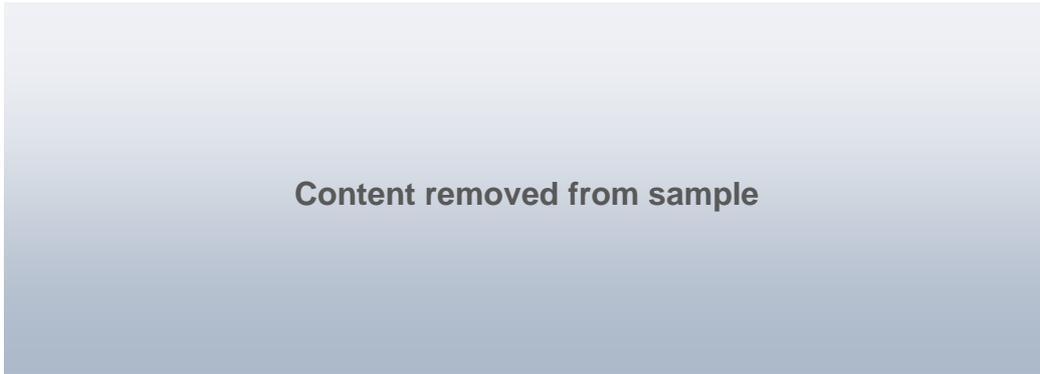
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Retailing developments

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What next for fresh food?

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MARKET DATA

Table 1 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 2 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 3 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 4 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 5 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 6 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 7 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023

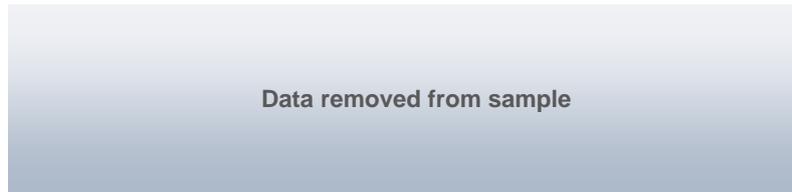
% retail volume	2018	2019	2020	2021	2022	2023
Packaged	Data removed from sample					
Unpackaged						
Total						

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

Table 8 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



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

Table 9 Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028

'000 tonnes	2023	2024	2025	2026	2027	2028
Fresh Food	Data removed from sample					
Eggs						
Fish and Seafood						
Fruits						
Meat						
Nuts						
Pulses						
Starchy Roots						
Sugar and Sweeteners						
Vegetables						

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

Table 10 Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028

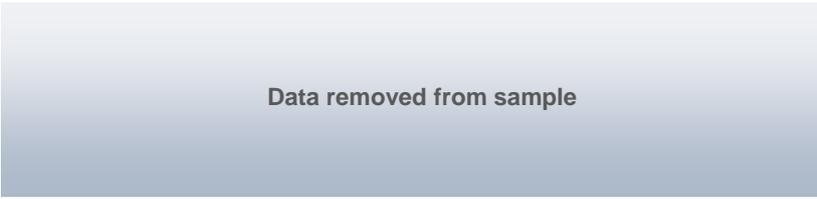
% total volume growth	2023/24	2023-28 CAGR	2023/28 Total
Fresh Food	Data removed from sample		
Eggs			
Fish and Seafood			
Fruits			
Meat			
Nuts			
Pulses			
Starchy Roots			
Sugar and Sweeteners			
Vegetables			

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

Table 11 Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028

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

Fruits
Meat
Nuts
Pulses
Starchy Roots
Sugar and Sweeteners
Vegetables



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

Table 12 Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 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 trade associations, trade press, company research, trade interviews, trade sources

Table 13 Forecast Retail Sales of Fresh Food by Category: Value 2023-2028

EUR million	2023	2024	2025	2026	2027	2028
Fresh Food	Data removed from sample					
Eggs						
Fish and Seafood						
Fruits						
Meat						
Nuts						
Pulses						
Starchy Roots						
Sugar and Sweeteners						
Vegetables						

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

Table 14 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	Data removed from sample		
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

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 and via the Passport system, where new content is being added on a systematic basis.

SOURCES

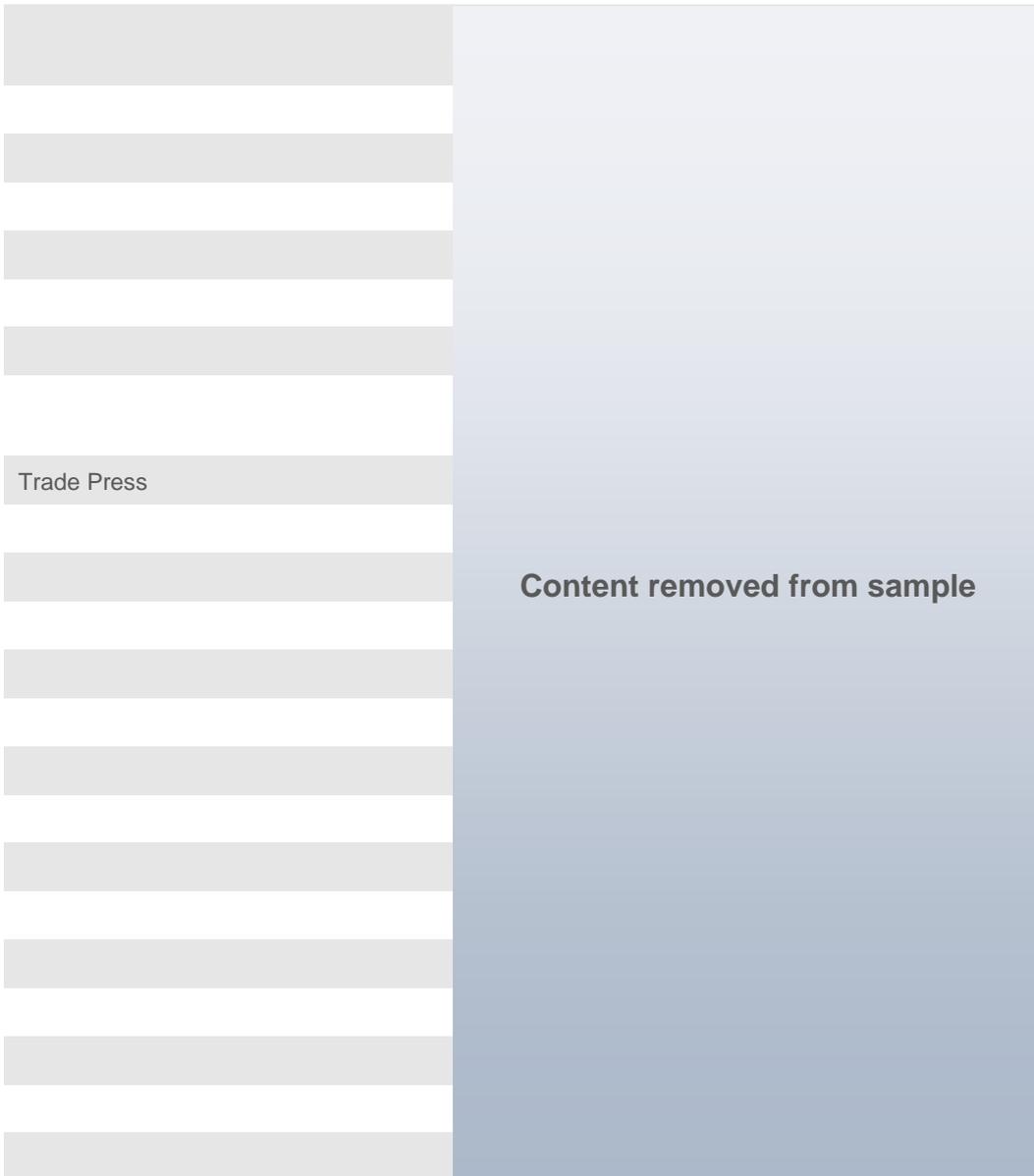
Sources used during the research included the following:

Summary 1 Research Sources

Official Sources	
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Trade Associations





Source: Euromonitor International

EGGS IN GERMANY - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Egg consumption remains strong due to versatility and affordability

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Eggs are a vital and cost-effective protein source amid inflation

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PROSPECTS AND OPPORTUNITIES

Stable growth for eggs as consumers become aware of their nutrient-rich benefits

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Organic eggs reflect consumers' emphasis on health and sustainability

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Summary 2 Major Processors of Eggs 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 15 Total Sales of Eggs: Total Volume 2018-2023

'000 tonnes	2018	2019	2020	2021	2022	2023
Eggs	Data removed from sample					

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

Table 16 Total Sales of Eggs: % Total Volume Growth 2018-2023

% total volume growth	2022/23	2018-23 CAGR	2018/23 Total
Eggs	Data removed from sample		

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

Table 17 Retail Sales of Eggs: Volume 2018-2023

'000 tonnes	2018	2019	2020	2021	2022	2023
Eggs	Data removed from sample					

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

Table 18 Retail Sales of Eggs: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
Eggs	Data removed from sample		

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

Table 19 Retail Sales of Eggs: Value 2018-2023

EUR million	2018	2019	2020	2021	2022	2023
Eggs	Data removed from sample					

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

Table 20 Retail Sales of Eggs: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
Eggs	Data removed from sample		

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

Table 21 Retail Sales of Eggs 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 22 Forecast Total Sales of Eggs: Total Volume 2023-2028

'000 tonnes	2023	2024	2025	2026	2027	2028
Eggs	Data removed from sample					

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

Table 23 Forecast Total Sales of Eggs: % Total Volume Growth 2023-2028

% total volume growth	2023/24	2023-28 CAGR	2023/28 Total
Eggs	Data removed from sample		

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

Table 24 Forecast Retail Sales of Eggs: Volume 2023-2028

'000 tonnes	2023	2024	2025	2026	2027	2028
Eggs	Data removed from sample					

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

Table 25 Forecast Retail Sales of Eggs: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Eggs	Data removed from sample		

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

Table 26 Forecast Retail Sales of Eggs: Value 2023-2028

EUR million	2023	2024	2025	2026	2027	2028
Eggs	Data removed from sample					

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

Table 27 Forecast Retail Sales of Eggs: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Eggs	Data removed from sample		

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

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 3 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 28 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 29 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	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 30 Retail Sales of Fish and Seafood by Category: 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 31 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	-5.4	-1.3	-6.5
Crustaceans	-4.4	0.8	3.9
Fish	-5.7	-1.5	-7.1
Molluscs and Cephalopods	-4.3	-3.0	-14.0

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

Table 32 Retail Sales of Fish and Seafood by Category: Value 2018-2023

EUR million	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 33 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 34 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 35 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 36 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 37 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
Fish
Molluscs and Cephalopods

Data removed from sample

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

Table 38 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
Crustaceans
Fish
Molluscs and Cephalopods

Data removed from sample

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

Table 39 Forecast Retail Sales of Fish and Seafood by Category: Value 2023-2028

EUR million

2023 2024 2025 2026 2027 2028

Fish and Seafood
Crustaceans
Fish
Molluscs and Cephalopods

Data removed from sample

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

Table 40 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
Crustaceans
Fish
Molluscs and Cephalopods

Data removed from sample

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

FRUITS IN GERMANY - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Retail volumes of fruits fall in 2023 due to different socioeconomic factors

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Bananas, apples and oranges remain most popular fruits in germany

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PROSPECTS AND OPPORTUNITIES

Organic fruit consumption to remain of interest despite inflationary concerns

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Sustainable concerns and regionality goals expected to favour fruits

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Summary 4 Major Processors of Fruits 2023

Company name	Product type	Rank
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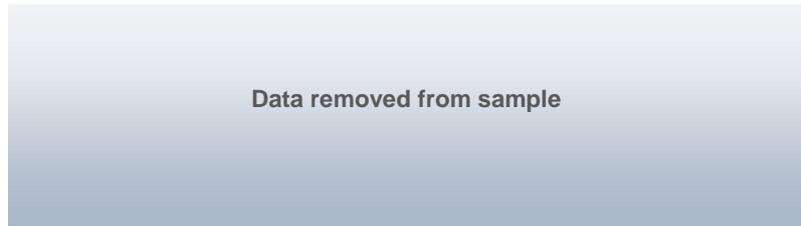
Source: Euromonitor International from company reports, company research, trade press, trade sources

CATEGORY DATA

Table 41 Total Sales of Fruits by Category: Total Volume 2018-2023

'000 tonnes	2018	2019	2020	2021	2022	2023
Fruits	Data removed from sample					
Apples						
Banana						
Cherries						
Cranberries/Blueberries						
Grapefruit/Pomelo						
Grapes						
Kiwi Fruit						
Lemon and Limes						

Oranges, Tangerines and
Mandarins
Peaches/Nectarines
Pears/Quinces
Pineapple
Plums/Sloes
Strawberries
Other Fruits



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

Table 42 Total Sales of Fruits by Category: % Total Volume Growth 2018-2023

% total volume growth

2022/23 2018-23 CAGR 2018/23 Total

Fruits
Apples
Banana
Cherries
Cranberries/Blueberries
Grapefruit/Pomelo
Grapes
Kiwi Fruit
Lemon and Limes
Oranges, Tangerines and Mandarins
Peaches/Nectarines
Pears/Quinces
Pineapple
Plums/Sloes
Strawberries
Other Fruits



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

Table 43 Retail Sales of Fruits by Category: Volume 2018-2023

'000 tonnes

2018 2019 2020 2021 2022 2023

Fruits
Apples
Banana
Cherries
Cranberries/Blueberries
Grapefruit/Pomelo
Grapes
Kiwi Fruit
Lemon and Limes
Oranges, Tangerines and
Mandarins
Peaches/Nectarines
Pears/Quinces
Pineapple
Plums/Sloes
Strawberries
Other Fruits



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

Table 44 Retail Sales of Fruits by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
Fruits	Data removed from sample		
Apples			
Banana			
Cherries			
Cranberries/Blueberries			
Grapefruit/Pomelo			
Grapes			
Kiwi Fruit			
Lemon and Limes			
Oranges, Tangerines and Mandarins			
Peaches/Nectarines			
Pears/Quinces			
Pineapple			
Plums/Sloes			
Strawberries			
Other Fruits			

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

Table 45 Retail Sales of Fruits by Category: Value 2018-2023

EUR million	2018	2019	2020	2021	2022	2023
Fruits	Data removed from sample					
Apples						
Banana						
Cherries						
Cranberries/Blueberries						
Grapefruit/Pomelo						
Grapes						
Kiwi Fruit						
Lemon and Limes						
Oranges, Tangerines and Mandarins						
Peaches/Nectarines						
Pears/Quinces						
Pineapple						
Plums/Sloes						
Strawberries						
Other Fruits						

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

Table 46 Retail Sales of Fruits by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
------------------------	---------	--------------	---------------

- Fruits
- Apples
- Banana
- Cherries
- Cranberries/Blueberries
- Grapefruit/Pomelo
- Grapes
- Kiwi Fruit
- Lemon and Limes
- Oranges, Tangerines and Mandarins
- Peaches/Nectarines
- Pears/Quinces
- Pineapple
- Plums/Sloes
- Strawberries
- Other Fruits



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

Table 47 Retail Sales of Fruits 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 48 Forecast Total Sales of Fruits by Category: Total Volume 2023-2028

'000 tonnes	2023	2024	2025	2026	2027	2028
Fruits	Data removed from sample					
Apples						
Banana						
Cherries						
Cranberries/Blueberries						
Grapefruit/Pomelo						
Grapes						
Kiwi Fruit						
Lemon and Limes						
Oranges, Tangerines and Mandarins						
Peaches/Nectarines						
Pears/Quinces						
Pineapple						
Plums/Sloes						
Strawberries						
Other Fruits						

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

Table 49 Forecast Total Sales of Fruits by Category: % Total Volume Growth 2023-2028

% total volume growth	2023/24	2023-28 CAGR	2023/28 Total
Fruits	Data removed from sample		
Apples			
Banana			
Cherries			
Cranberries/Blueberries			
Grapefruit/Pomelo			
Grapes			
Kiwi Fruit			
Lemon and Limes			
Oranges, Tangerines and Mandarins			
Peaches/Nectarines			
Pears/Quinces			
Pineapple			
Plums/Sloes			
Strawberries			
Other Fruits			

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

Table 50 Forecast Retail Sales of Fruits by Category: Volume 2023-2028

'000 tonnes	2023	2024	2025	2026	2027	2028
Fruits	Data removed from sample					
Apples						
Banana						
Cherries						
Cranberries/Blueberries						
Grapefruit/Pomelo						
Grapes						
Kiwi Fruit						
Lemon and Limes						
Oranges, Tangerines and Mandarins						
Peaches/Nectarines						
Pears/Quinces						
Pineapple						
Plums/Sloes						
Strawberries						
Other Fruits						

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

Table 51 Forecast Retail Sales of Fruits by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Fruits	Data removed from sample		

- Apples
- Banana
- Cherries
- Cranberries/Blueberries
- Grapefruit/Pomelo
- Grapes
- Kiwi Fruit
- Lemon and Limes
- Oranges, Tangerines and Mandarins
- Peaches/Nectarines
- Pears/Quinces
- Pineapple
- Plums/Sloes
- Strawberries
- Other Fruits



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

Table 52 Forecast Retail Sales of Fruits by Category: Value 2023-2028

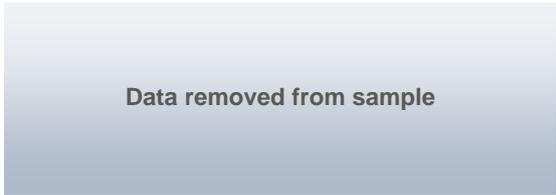
EUR million	2023	2024	2025	2026	2027	2028
Fruits	Data removed from sample					
Apples						
Banana						
Cherries						
Cranberries/Blueberries						
Grapefruit/Pomelo						
Grapes						
Kiwi Fruit						
Lemon and Limes						
Oranges, Tangerines and Mandarins						
Peaches/Nectarines						
Pears/Quinces						
Pineapple						
Plums/Sloes						
Strawberries						
Other Fruits						

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

Table 53 Forecast Retail Sales of Fruits by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Fruits	Data removed from sample		
Apples			
Banana			
Cherries			
Cranberries/Blueberries			
Grapefruit/Pomelo			
Grapes			
Kiwi Fruit			
Lemon and Limes			

Oranges, Tangerines and Mandarins
Peaches/Nectarines
Pears/Quinces
Pineapple
Plums/Sloes
Strawberries
Other Fruits



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

MEAT IN GERMANY - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Meat consumption continues to decline in 2023

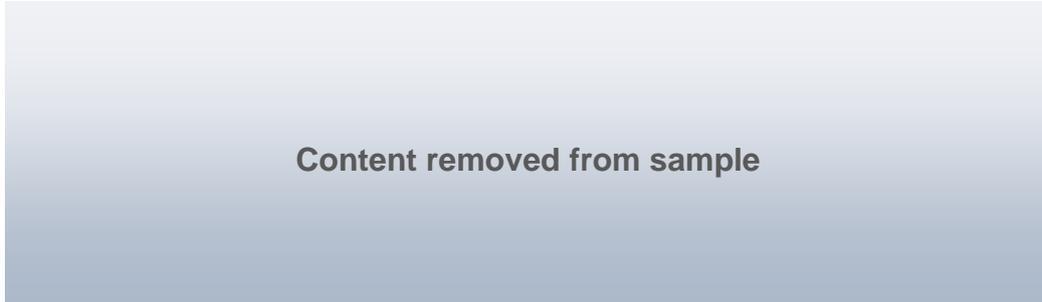
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Pork remains most popular meat in germany

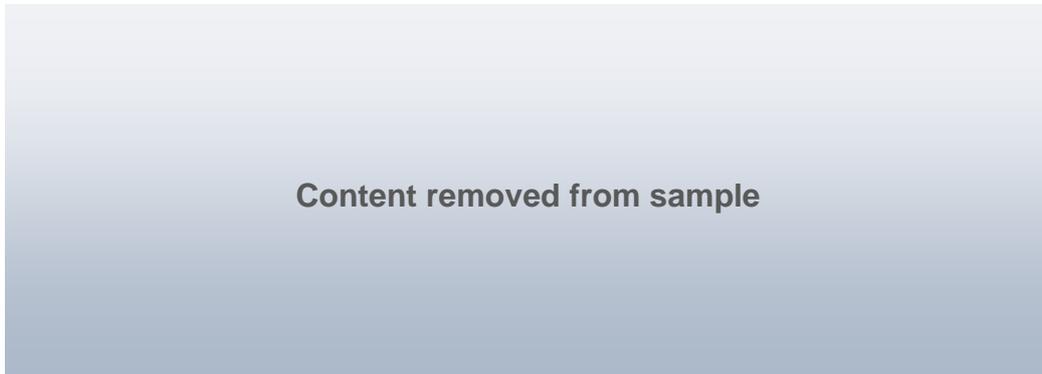
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PROSPECTS AND OPPORTUNITIES

Further decline in meat consumption over forecast period with greater focus on quality over quantity



Ethical farming methods and meat production expected to shape demand



Summary 5 Major Processors of Meat 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 54 Total Sales of Meat by Category: Total Volume 2018-2023

'000 tonnes	2018	2019	2020	2021	2022	2023
Meat	Data removed from sample					
Beef and Veal						
Lamb, Mutton and Goat						
Pork						
Poultry						

Other Meat

Data removed from sample

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

Table 55 Total Sales of Meat by Category: % Total Volume Growth 2018-2023

% total volume growth

2022/23 2018-23 CAGR 2018/23 Total

Meat
Beef and Veal
Lamb, Mutton and Goat
Pork
Poultry
Other Meat

Data removed from sample

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

Table 56 Retail Sales of Meat by Category: Volume 2018-2023

'000 tonnes

2018 2019 2020 2021 2022 2023

Meat
Beef and Veal
Lamb, Mutton and Goat
Pork
Poultry
Other Meat

Data removed from sample

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

Table 57 Retail Sales of Meat by Category: % Volume Growth 2018-2023

% volume growth

2022/23 2018-23 CAGR 2018/23 Total

Meat
Beef and Veal
Lamb, Mutton and Goat
Pork
Poultry
Other Meat

Data removed from sample

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

Table 58 Retail Sales of Meat by Category: Value 2018-2023

EUR million

2018 2019 2020 2021 2022 2023

Meat
Beef and Veal

Data removed from sample

Lamb, Mutton and Goat
Pork
Poultry
Other Meat

Data removed from sample

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

Table 59 Retail Sales of Meat by Category: % Value Growth 2018-2023

% current value growth

2022/23 2018-23 CAGR 2018/23 Total

Meat
Beef and Veal
Lamb, Mutton and Goat
Pork
Poultry
Other Meat

Data removed from sample

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

Table 60 Retail Sales of Meat by Packaged vs Unpackaged: % Volume 2018-2023

% retail volume

2018 2019 2020 2021 2022 2023

Packaged
Unpackaged
Total

Data removed from sample

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

Table 61 Forecast Sales of Meat by Category: Total Volume 2023-2028

'000 tonnes

2023 2024 2025 2026 2027 2028

Meat
Beef and Veal
Lamb, Mutton and Goat
Pork
Poultry
Other Meat

Data removed from sample

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

Table 62 Forecast Sales of Meat by Category: % Total Volume Growth 2023-2028

% total volume growth

2023/24 2023-28 CAGR 2023/28 Total

Meat
Beef and Veal

Data removed from sample

Lamb, Mutton and Goat
Pork
Poultry
Other Meat

Data removed from sample

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

Table 63 Forecast Retail Sales of Meat by Category: Volume 2023-2028

'000 tonnes	2023	2024	2025	2026	2027	2028
Meat	Data removed from sample					
Beef and Veal						
Lamb, Mutton and Goat						
Pork						
Poultry						
Other Meat						

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

Table 64 Forecast Retail Sales of Meat by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Meat	Data removed from sample		
Beef and Veal			
Lamb, Mutton and Goat			
Pork			
Poultry			
Other Meat			

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

Table 65 Forecast Retail Sales of Meat by Category: Value 2023-2028

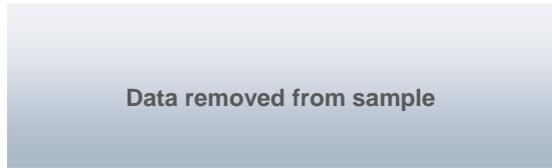
EUR million	2023	2024	2025	2026	2027	2028
Meat	Data removed from sample					
Beef and Veal						
Lamb, Mutton and Goat						
Pork						
Poultry						
Other Meat						

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

Table 66 Forecast Retail Sales of Meat by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total

Meat
Beef and Veal
Lamb, Mutton and Goat
Pork
Poultry
Other Meat



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

NUTS IN GERMANY - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Inflation poses challenges for nut availability and affordability

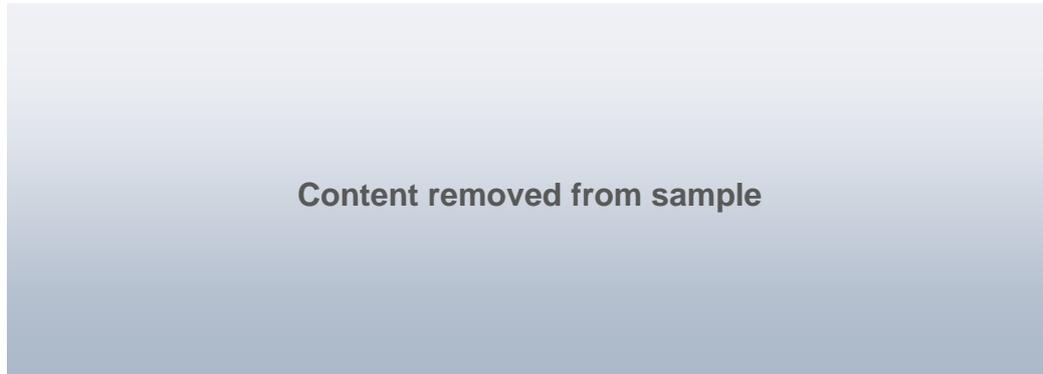
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Peanuts remain most popular nut type in germany

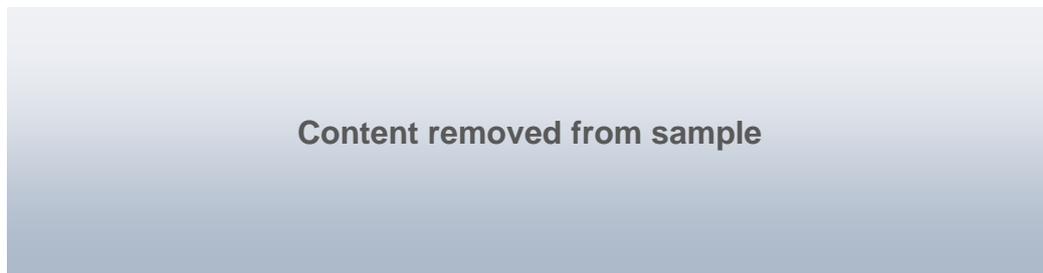
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PROSPECTS AND OPPORTUNITIES

Health trends will drive greater nut consumption over forecast period



Climate change accelerates nut farming in germany



Summary 6 Major Processors of Nuts 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 67 Total Sales of Nuts by Category: Total Volume 2018-2023

'000 tonnes	2018	2019	2020	2021	2022	2023
Nuts	Data removed from sample					
Almonds	Data removed from sample					
Coconuts	Data removed from sample					
Peanuts (Groundnuts)	Data removed from sample					
Pistachio	Data removed from sample					
Walnuts	Data removed from sample					
Other Nuts	Data removed from sample					

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

Table 68 Total Sales of Nuts by Category: % Total Volume Growth 2018-2023

% total volume growth	2022/23	2018-23 CAGR	2018/23 Total
Nuts	Data removed from sample		
Almonds			
Coconuts			
Peanuts (Groundnuts)			
Pistachio			
Walnuts			
Other Nuts			

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

Table 69 Retail Sales of Nuts by Category: Volume 2018-2023

'000 tonnes	2018	2019	2020	2021	2022	2023
Nuts	Data removed from sample					
Almonds						
Coconuts						
Peanuts (Groundnuts)						
Pistachio						
Walnuts						
Other Nuts						

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

Table 70 Retail Sales of Nuts by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
Nuts	Data removed from sample		
Almonds			
Coconuts			
Peanuts (Groundnuts)			
Pistachio			
Walnuts			
Other Nuts			

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

Table 71 Retail Sales of Nuts by Category: Value 2018-2023

EUR million	2018	2019	2020	2021	2022	2023
Nuts	Data removed from sample					
Almonds						

Coconuts
 Peanuts (Groundnuts)
 Pistachio
 Walnuts
 Other Nuts

Data removed from sample

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

Table 72 Retail Sales of Nuts by Category: % Value Growth 2018-2023

% current value growth

2022/23 2018-23 CAGR 2018/23 Total

Nuts
 Almonds
 Coconuts
 Peanuts (Groundnuts)
 Pistachio
 Walnuts
 Other Nuts

Data removed from sample

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

Table 73 Retail Sales of Nuts by Packaged vs Unpackaged: % Volume 2018-2023

% retail volume

2018 2019 2020 2021 2022 2023

Packaged
 Unpackaged
 Total

Data removed from sample

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

Table 74 Forecast Total Sales of Nuts by Category: Total Volume 2023-2028

'000 tonnes

2023 2024 2025 2026 2027 2028

Nuts
 Almonds
 Coconuts
 Peanuts (Groundnuts)
 Pistachio
 Walnuts
 Other Nuts

Data removed from sample

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

Table 75 Forecast Total Sales of Nuts by Category: % Total Volume Growth 2023-2028

% total volume growth

2023/24 2023-28 CAGR 2023/28 Total

Nuts	Data removed from sample
Almonds	
Coconuts	
Peanuts (Groundnuts)	
Pistachio	
Walnuts	
Other Nuts	

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

Table 76 Forecast Retail Sales of Nuts by Category: Volume 2023-2028

'000 tonnes	2023	2024	2025	2026	2027	2028
Nuts	Data removed from sample					
Almonds						
Coconuts						
Peanuts (Groundnuts)						
Pistachio						
Walnuts						
Other Nuts						

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

Table 77 Forecast Retail Sales of Nuts by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Nuts	Data removed from sample		
Almonds			
Coconuts			
Peanuts (Groundnuts)			
Pistachio			
Walnuts			
Other Nuts			

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

Table 78 Forecast Retail Sales of Nuts by Category: Value 2023-2028

EUR million	2023	2024	2025	2026	2027	2028
Nuts	Data removed from sample					
Almonds						
Coconuts						
Peanuts (Groundnuts)						
Pistachio						
Walnuts						
Other Nuts						

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

Table 79 Forecast Retail Sales of Nuts by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Nuts	Data removed from sample		
Almonds			
Coconuts			
Peanuts (Groundnuts)			
Pistachio			
Walnuts			
Other Nuts			

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

PULSES IN GERMANY - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Peas remain one of the most popular pulses for Germans

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Beans are gaining popularity in foodservice and institutions

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PROSPECTS AND OPPORTUNITIES

Germany explores global flavours and culinary diversity

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Protein crop strategy aims to enhance local production

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Summary 7 Major Processors of Pulses 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 80 Total Sales of Pulses by Category: Total Volume 2018-2023

'000 tonnes	2018	2019	2020	2021	2022	2023
Pulses	Data removed from sample					
Beans						
Peas						
Other Pulses						

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

Table 81 Total Sales of Pulses by Category: % Total Volume Growth 2018-2023

% total volume growth	2022/23	2018-23 CAGR	2018/23 Total
Pulses	Data removed from sample		
Beans			

Peas
Other Pulses

Data removed from sample

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

Table 82 Retail Sales of Pulses by Category: Volume 2018-2023

'000 tonnes

2018 2019 2020 2021 2022 2023

Pulses
Beans
Peas
Other Pulses

Data removed from sample

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

Table 83 Retail Sales of Pulses by Category: % Volume Growth 2018-2023

% volume growth

2022/23 2018-23 CAGR 2018/23 Total

Pulses
Beans
Peas
Other Pulses

Data removed from sample

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

Table 84 Retail Sales of Pulses by Category: Value 2018-2023

EUR million

2018 2019 2020 2021 2022 2023

Pulses
Beans
Peas
Other Pulses

Data removed from sample

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

Table 85 Retail Sales of Pulses by Category: % Value Growth 2018-2023

% current value growth

2022/23 2018-23 CAGR 2018/23 Total

Pulses
Beans
Peas
Other Pulses

Data removed from sample

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

Table 86 Retail Sales of Pulses 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 87 Forecast Total Sales of Pulses by Category: Total Volume 2023-2028

'000 tonnes	2023	2024	2025	2026	2027	2028
Pulses	Data removed from sample					
Beans						
Peas						
Other Pulses						

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

Table 88 Forecast Total Sales of Pulses by Category: % Total Volume Growth 2023-2028

% total volume growth	2023/24	2023-28 CAGR	2023/28 Total
Pulses	Data removed from sample		
Beans			
Peas			
Other Pulses			

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

Table 89 Forecast Retail Sales of Pulses by Category: Volume 2023-2028

'000 tonnes	2023	2024	2025	2026	2027	2028
Pulses	Data removed from sample					
Beans						
Peas						
Other Pulses						

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

Table 90 Forecast Retail Sales of Pulses by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
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Pulses	Data removed from sample
Beans	
Peas	
Other Pulses	

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

Table 91 Forecast Retail Sales of Pulses by Category: Value 2023-2028

EUR million	2023	2024	2025	2026	2027	2028
Pulses	Data removed from sample					
Beans						
Peas						
Other Pulses						

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

Table 92 Forecast Retail Sales of Pulses by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Pulses	Data removed from sample		
Beans			
Peas			
Other Pulses			

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

STARCHY ROOTS IN GERMANY - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Retail demand for starchy roots continues to decline in 2023

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Potato consumption decreases but maintains its status in germany

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PROSPECTS AND OPPORTUNITIES

Further growth for sweet potatoes due to foodservice channel

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Content removed from sample

Other roots to gain relevance as culinary cultures diversify

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Summary 8 Major Processors of Starchy Roots 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 93 Total Sales of Starchy Roots by Category: Total Volume 2018-2023

'000 tonnes	2018	2019	2020	2021	2022	2023
Starchy Roots	Data removed from sample					
Cassava						
Potatoes						
Sweet Potatoes						
Other Roots						

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

Table 94 Total Sales of Starchy Roots by Category: % Total Volume Growth 2018-2023

% total volume growth

2022/23 2018-23 CAGR 2018/23 Total

Starchy Roots
Cassava
Potatoes
Sweet Potatoes
Other Roots

Data removed from sample

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

Table 95 Retail Sales of Starchy Roots by Category: Volume 2018-2023

'000 tonnes

2018 2019 2020 2021 2022 2023

Starchy Roots
Cassava
Potatoes
Sweet Potatoes
Other Roots

Data removed from sample

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

Table 96 Retail Sales of Starchy Roots by Category: % Volume Growth 2018-2023

% volume growth

2022/23 2018-23 CAGR 2018/23 Total

Starchy Roots
Cassava
Potatoes
Sweet Potatoes
Other Roots

Data removed from sample

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

Table 97 Retail Sales of Starchy Roots by Category: Value 2018-2023

EUR million

2018 2019 2020 2021 2022 2023

Starchy Roots
Cassava
Potatoes
Sweet Potatoes
Other Roots

Data removed from sample

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

Table 98 Retail Sales of Starchy Roots by Category: % Value Growth 2018-2023

% current value growth

2022/23 2018-23 CAGR 2018/23 Total

Starchy Roots
Cassava
Potatoes
Sweet Potatoes
Other Roots

Data removed from sample

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

Table 99 Retail Sales of Starchy Roots by Packaged vs Unpackaged: % Volume 2018-2023

% retail volume

2018 2019 2020 2021 2022 2023

Packaged
Unpackaged
Total

Data removed from sample

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

Table 100 Forecast Total Sales of Starchy Roots by Category: Total Volume 2023-2028

'000 tonnes

2023 2024 2025 2026 2027 2028

Starchy Roots
Cassava
Potatoes
Sweet Potatoes
Other Roots

Data removed from sample

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

Table 101 Forecast Total Sales of Starchy Roots by Category: % Total Volume Growth 2023-2028

% total volume growth

2023/24 2023-28 CAGR 2023/28 Total

Starchy Roots
Cassava
Potatoes
Sweet Potatoes
Other Roots

Data removed from sample

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

Table 102 Forecast Retail Sales of Starchy Roots by Category: Volume 2023-2028

'000 tonnes

	2023	2024	2025	2026	2027	2028
Starchy Roots Cassava Potatoes Sweet Potatoes Other Roots	Data removed from sample					

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

Table 103 Forecast Retail Sales of Starchy Roots by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Starchy Roots Cassava Potatoes Sweet Potatoes Other Roots	Data removed from sample		

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

Table 104 Forecast Retail Sales of Starchy Roots by Category: Value 2023-2028

EUR million	2023	2024	2025	2026	2027	2028
Starchy Roots Cassava Potatoes Sweet Potatoes Other Roots	Data removed from sample					

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

Table 105 Forecast Retail Sales of Starchy Roots by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Starchy Roots Cassava Potatoes Sweet Potatoes Other Roots	Data removed from sample		

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

SUGAR AND SWEETENERS IN GERMANY - CATEGORY ANALYSIS

KEY DATA FINDINGS

Content removed from sample

2023 DEVELOPMENTS

Following declines, retail demand for sugar stagnates in 2023

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Sweeteners diversify and gain share value from sugar as substitutes

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PROSPECTS AND OPPORTUNITIES

Lifestyle and culinary habits to be an obstacle for sugar and sweeteners

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Alternative sugars to shape consumption trends over the forecast period

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Summary 9 Major Processors of Sugar and Sweeteners 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 106 Total Sales of Sugar and Sweeteners: Total Volume 2018-2023

'000 tonnes	2018	2019	2020	2021	2022	2023
Sugar and Sweeteners	Data removed from sample					

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

Table 107 Total Sales of Sugar and Sweeteners: % Total Volume Growth 2018-2023

% total volume growth	2022/23	2018-23 CAGR	2018/23 Total
Sugar and Sweeteners	Data removed from sample		

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

Table 108 Retail Sales of Sugar and Sweeteners: Volume 2018-2023

'000 tonnes	2018	2019	2020	2021	2022	2023
Sugar and Sweeteners	Data removed from sample					

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

Table 109 Retail Sales of Sugar and Sweeteners: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
Sugar and Sweeteners	Data removed from sample		

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

Table 110 Retail Sales of Sugar and Sweeteners: Value 2018-2023

EUR million	2018	2019	2020	2021	2022	2023
Sugar and Sweeteners	Data removed from sample					

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

Table 111 Retail Sales of Sugar and Sweeteners: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
Sugar and Sweeteners	Data removed from sample		

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

Table 112 Retail Sales of Sugar and Sweeteners 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 113 Forecast Total Sales of Sugar and Sweeteners: Total Volume 2023-2028

'000 tonnes

	2023	2024	2025	2026	2027	2028
Sugar and Sweeteners	Data removed from sample					

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

Table 114 Forecast Total Sales of Sugar and Sweeteners: % Total Volume Growth 2023-2028

% total volume growth

	2023/24	2023-28 CAGR	2023/28 Total
Sugar and Sweeteners	Data removed from sample		

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

Table 115 Forecast Retail Sales of Sugar and Sweeteners: Volume 2023-2028

'000 tonnes

	2023	2024	2025	2026	2027	2028
Sugar and Sweeteners	Data removed from sample					

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

Table 116 Forecast Retail Sales of Sugar and Sweeteners: % Volume Growth 2023-2028

% volume growth

	2023/24	2023-28 CAGR	2023/28 Total
Sugar and Sweeteners	Data removed from sample		

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

Table 117 Forecast Retail Sales of Sugar and Sweeteners: Value 2023-2028

EUR million

	2023	2024	2025	2026	2027	2028
Sugar and Sweeteners	Data removed from sample					

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

Table 118 Forecast Retail Sales of Sugar and Sweeteners: % Value Growth 2023-2028

% constant value growth

	2023/2024	2023-28 CAGR	2023/28 Total
Sugar and Sweeteners	Data removed from sample		

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

VEGETABLES IN GERMANY - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Retail volumes of vegetables marginally decline in 2023

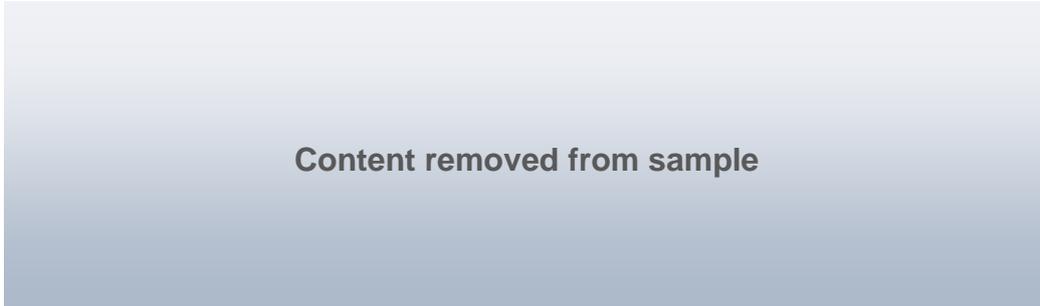
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The most consumed vegetables in germany remain stable

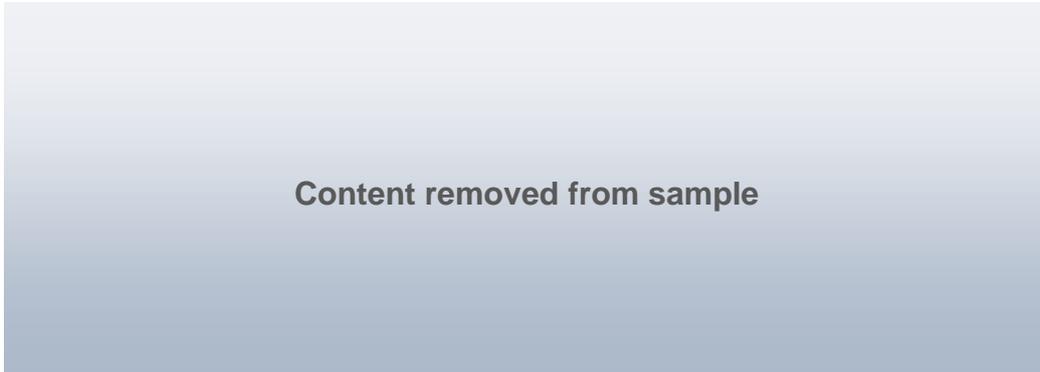
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PROSPECTS AND OPPORTUNITIES

Organic vegetables set to regain consumers' interest once inflation eases



Appeal of sustainability expected to be key for vegetables in germany



Summary 10 Major Processors of Vegetables 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 119 Total Sales of Vegetables by Category: Total Volume 2018-2023

'000 tonnes	2018	2019	2020	2021	2022	2023
Vegetables	Data removed from sample					
Cauliflowers and broccoli						
Maize						
Onion						
Tomatoes						
Other Vegetables						

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

Table 120 Total Sales of Vegetables by Category: % Total Volume Growth 2018-2023

% total volume growth	2022/23	2018-23 CAGR	2018/23 Total
Vegetables	Data removed from sample		
Cauliflowers and broccoli			
Maize			
Onion			
Tomatoes			
Other Vegetables			

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

Table 121 Retail Sales of Vegetables by Category: Volume 2018-2023

'000 tonnes	2018	2019	2020	2021	2022	2023
Vegetables	Data removed from sample					
Cauliflowers and broccoli						
Maize						
Onion						
Tomatoes						
Other Vegetables						

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

Table 122 Retail Sales of Vegetables by Category: % Volume Growth 2018-2023

% volume growth	2022/23	2018-23 CAGR	2018/23 Total
Vegetables	Data removed from sample		
Cauliflowers and broccoli			
Maize			
Onion			
Tomatoes			
Other Vegetables			

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

Table 123 Retail Sales of Vegetables by Category: Value 2018-2023

EUR million	2018	2019	2020	2021	2022	2023
Vegetables	Data removed from sample					
Cauliflowers and broccoli						
Maize						
Onion						
Other Vegetables						

Tomatoes	Data removed from sample		
Other Vegetables			

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

Table 124 Retail Sales of Vegetables by Category: % Value Growth 2018-2023

% current value growth	2022/23	2018-23 CAGR	2018/23 Total
Vegetables	Data removed from sample		
Cauliflowers and broccoli			
Maize			
Onion			
Tomatoes			
Other Vegetables			

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

Table 125 Retail Sales of Vegetables 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 126 Forecast Total Sales of Vegetables by Category: Total Volume 2023-2028

'000 tonnes	2023	2024	2025	2026	2027	2028
Vegetables	Data removed from sample					
Cauliflowers and broccoli						
Maize						
Onion						
Tomatoes						
Other Vegetables						

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

Table 127 Forecast Total Sales of Vegetables by Category: % Total Volume Growth 2023-2028

% total volume growth	2023/24	2023-28 CAGR	2023/28 Total
Vegetables	Data removed from sample		
Cauliflowers and broccoli			
Maize			

Onion
Tomatoes
Other Vegetables

Data removed from sample

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

Table 128 Forecast Retail Sales of Vegetables by Category: Volume 2023-2028

'000 tonnes	2023	2024	2025	2026	2027	2028
Vegetables	Data removed from sample					
Cauliflowers and broccoli						
Maize						
Onion						
Tomatoes						
Other Vegetables						

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

Table 129 Forecast Retail Sales of Vegetables by Category: % Volume Growth 2023-2028

% volume growth	2023/24	2023-28 CAGR	2023/28 Total
Vegetables	Data removed from sample		
Cauliflowers and broccoli			
Maize			
Onion			
Tomatoes			
Other Vegetables			

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

Table 130 Forecast Retail Sales of Vegetables by Category: Value 2023-2028

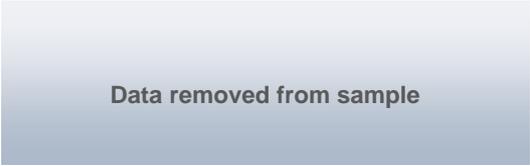
EUR million	2023	2024	2025	2026	2027	2028
Vegetables	Data removed from sample					
Cauliflowers and broccoli						
Maize						
Onion						
Tomatoes						
Other Vegetables						

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

Table 131 Forecast Retail Sales of Vegetables by Category: % Value Growth 2023-2028

% constant value growth	2023/2024	2023-28 CAGR	2023/28 Total
Vegetables	Data removed from sample		
Cauliflowers and broccoli			
Maize			
Onion			
Tomatoes			
Other Vegetables			

Vegetables
Cauliflowers and broccoli
Maize
Onion
Tomatoes
Other Vegetables



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