Passport

Fruits in Germany

Euromonitor International

March 2024

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LIST OF CONTENTS AND TABLES

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 1   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 1   Total Sales of Fruits by Category: Total Volume 2018-2023

'000 tonnes

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

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

Data removed from sample

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

Table 2   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		**Data removed from sample**	
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 3   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			**Data removed from sample**			
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 4   Retail Sales of Fruits by Category: % Volume Growth 2018-2023

% 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	Data removed from sample		
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 5   Retail Sales of Fruits by Category: Value 2018-2023

EUR million

	2018	2019	2020	2021	2022	2023
Fruits						
Apples						
Banana						
Cherries						
Cranberries/Blueberries						
Grapefruit/Pomelo						
Grapes						
Kiwi Fruit						
Lemon and Limes						
Oranges, Tangerines and Mandarins			Data removed from sample			
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 6   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

Data removed from sample

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

Table 7   Retail Sales of Fruits by Packaged vs Unpackaged: % Volume 2018-2023

% retail volume

	2018	2019	2020	2021	2022	2023
Packaged						
Unpackaged		**Data removed from sample**				
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 Fruits by Category: Total Volume 2023-2028

'000 tonnes

	2023	2024	2025	2026	2027	2028
Fruits						
Apples						
Banana						
Cherries						
Cranberries/Blueberries						
Grapefruit/Pomelo						
Grapes						
Kiwi Fruit						
Lemon and Limes						
Oranges, Tangerines and Mandarins			**Data removed from sample**			
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 9   Forecast Total Sales of Fruits by Category: % Total Volume Growth 2023-2028

% total volume growth

	2023/24	2023-28 CAGR	2023/28 Total
Fruits			
Apples			
Banana			
Cherries			
Cranberries/Blueberries			
Grapefruit/Pomelo			
Grapes			
Kiwi Fruit			
Lemon and Limes		Data removed from sample	
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 10   Forecast Retail Sales of Fruits by Category: Volume 2023-2028

'000 tonnes

	2023	2024	2025	2026	2027	2028
Fruits						
Apples						
Banana						
Cherries						
Cranberries/Blueberries						
Grapefruit/Pomelo						
Grapes						
Kiwi Fruit						
Lemon and Limes						
Oranges, Tangerines and Mandarins			Data removed from sample			
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 11   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

Data removed from sample

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

Table 12   Forecast Retail Sales of Fruits by Category: Value 2023-2028

EUR million

	2023	2024	2025	2026	2027	2028
Fruits						
Apples						
Banana						
Cherries						
Cranberries/Blueberries						
Grapefruit/Pomelo						
Grapes						
Kiwi Fruit						
Lemon and Limes						
Oranges, Tangerines and Mandarins			Data removed from sample			
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 13   Forecast Retail Sales of Fruits by Category: % Value Growth 2023-2028

% constant value growth

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

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

Data removed from sample

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

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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
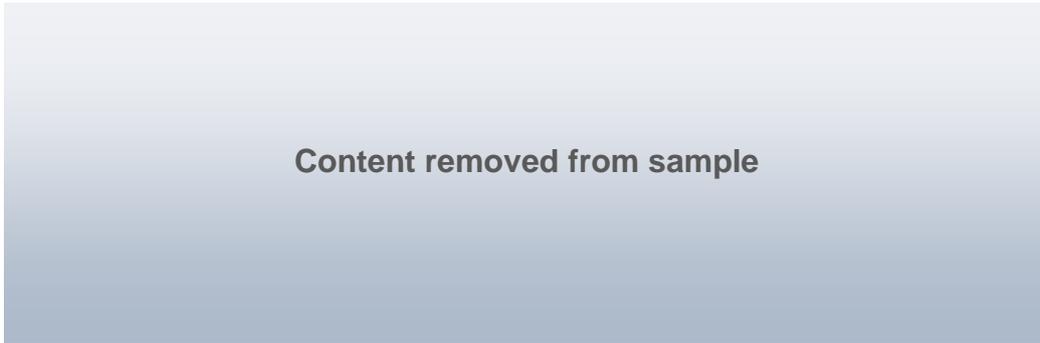
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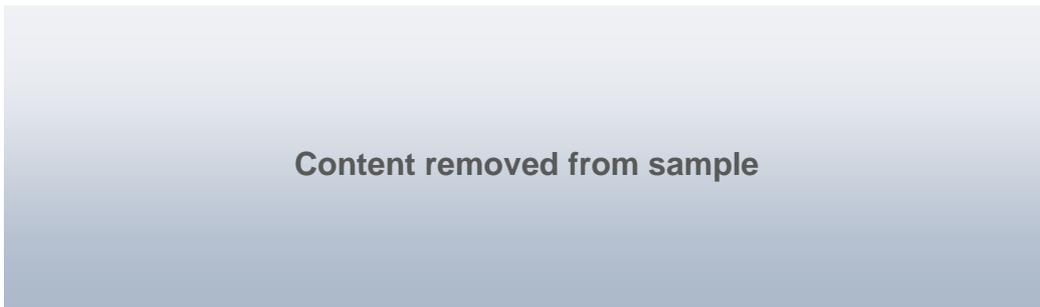
Retailing developments

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What next for fresh food?

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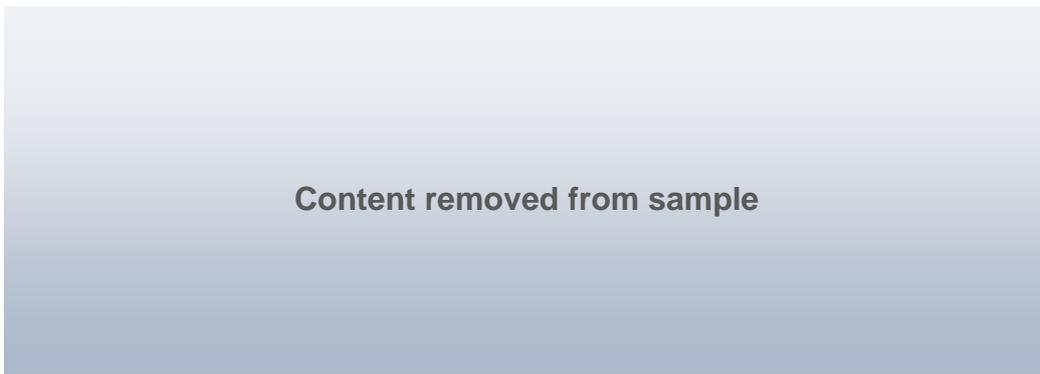
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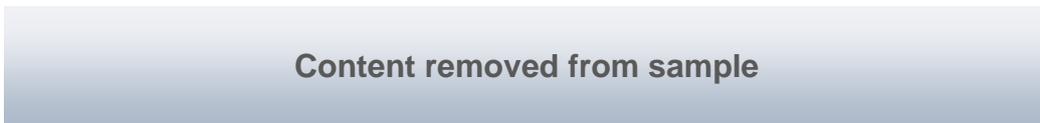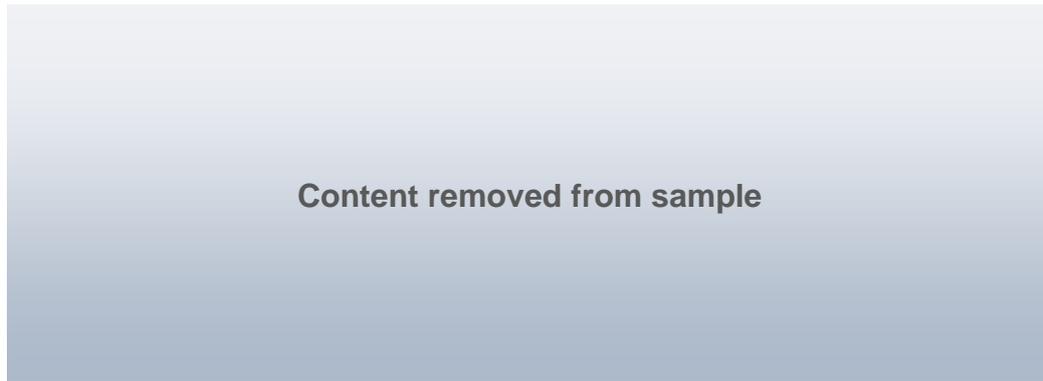
MARKET DATA

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

'000 tonnes

	2018	2019	2020	2021	2022	2023
Fresh Food						
Eggs						
Fish and Seafood						
Fruits						
Meat		**Data removed from sample**				
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			
Eggs			
Fish and Seafood			
Fruits			
Meat		**Data removed from sample**	
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						
Eggs						
Fish and Seafood						
Fruits						
Meat	**Data removed from sample**					
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			
Eggs			
Fish and Seafood			
Fruits			
Meat		**Data removed from sample**	
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						
Eggs						
Fish and Seafood						
Fruits						
Meat			**Data removed from sample**			
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			
Eggs			
Fish and Seafood			
Fruits			
Meat		Data removed from sample	
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						
Unpackaged			Data removed from sample			
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						
- 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			Data removed from sample			
--- 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
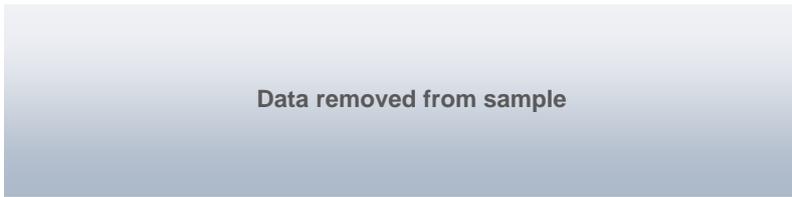
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Source: Euromonitor International from official statistics, trade associations, trade press, company research,
           store checks, trade interviews, trade sources

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			**Data removed from sample**			
Meat						
Nuts						
Pulses						
Starchy Roots						
Sugar and Sweeteners						
Vegetables						

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		**Data removed from sample**	
Nuts			
Pulses			
Starchy Roots			
Sugar and Sweeteners			
Vegetables			

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			**Data removed from sample**			
Fish and Seafood						

Fruits
Meat
Nuts
Pulses
Starchy Roots
Sugar and Sweeteners
Vegetables

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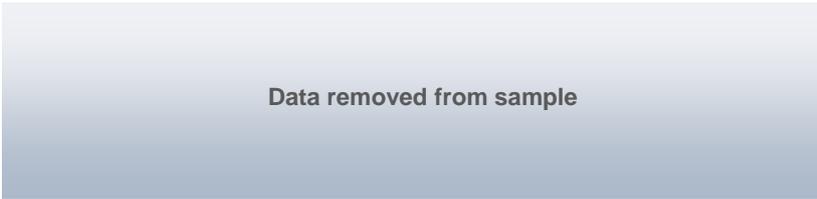
Source: Euromonitor International from trade associations, trade press, company research, trade interviews,
            trade sources

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			

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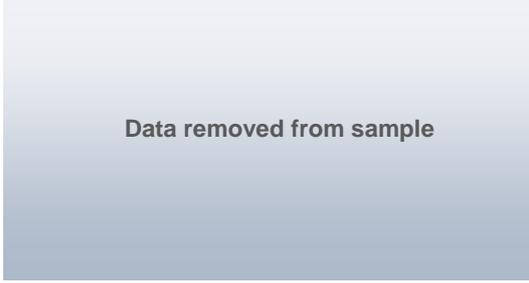
Source: Euromonitor International from trade associations, trade press, company research, trade interviews,
            trade sources

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						

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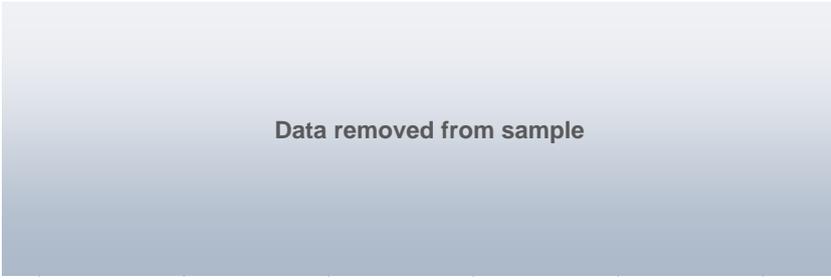
Source: Euromonitor International from trade associations, trade press, company research, trade interviews,
            trade sources

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			

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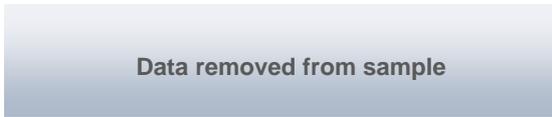
Meat
Nuts
Pulses
Starchy Roots
Sugar and Sweeteners
Vegetables

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 2   Research Sources

Official Sources

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Trade Associations

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Trade Press

Content removed from sample

Source: Euromonitor International