



Passport

Starchy Roots in Germany

Euromonitor International

March 2024

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purposes only.

Some content and data have been
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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

Content removed from sample

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 1 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 1 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 2 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 3 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 4 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 5 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 6 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 7 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 8 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 9 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 10 Forecast Retail Sales of Starchy Roots by Category: Volume 2023-2028

'000 tonnes

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

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

Table 11 Forecast Retail Sales of Starchy Roots by Category: % Volume Growth 2023-2028

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

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

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

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

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

Table 13 Forecast Retail Sales of Starchy Roots by Category: % Value Growth 2023-2028

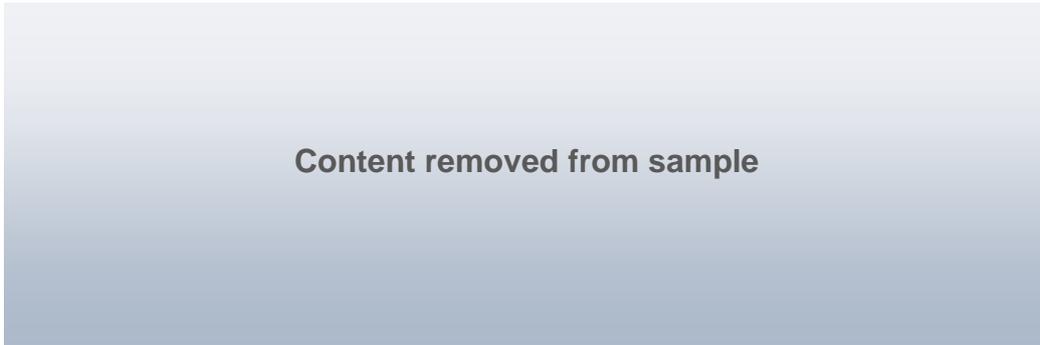
% constant value growth			
	2023/2024	2023-28 CAGR	2023/28 Total
Starchy Roots	Data removed from sample		
Cassava			
Potatoes			
Sweet Potatoes			
Other Roots			

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

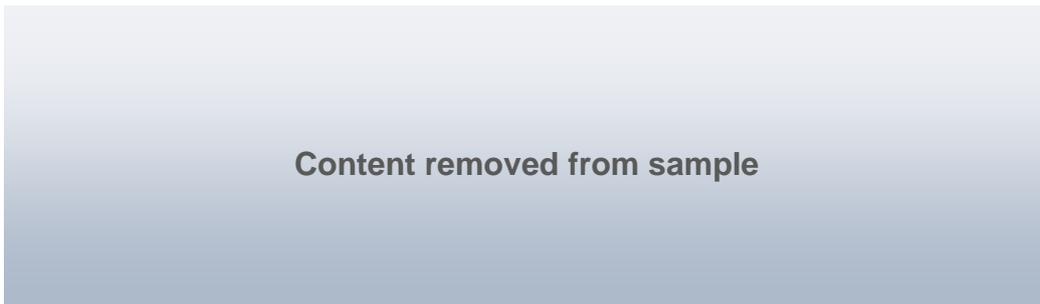
FRESH FOOD IN GERMANY - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

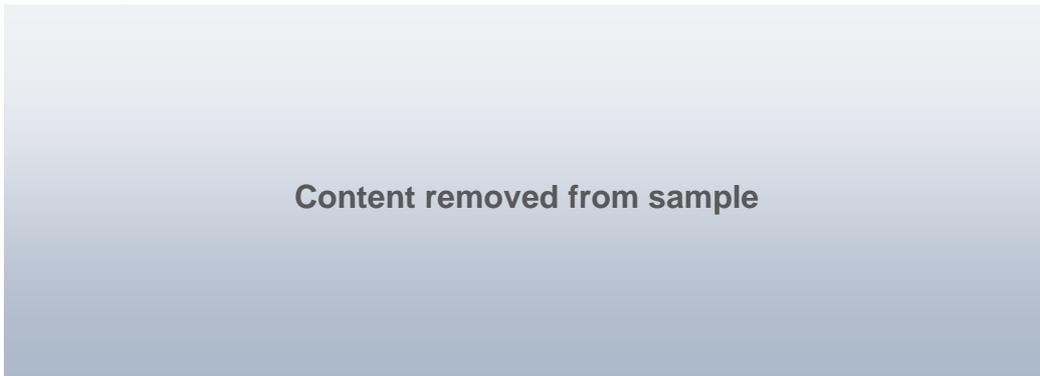
Fresh food in 2023: The big picture



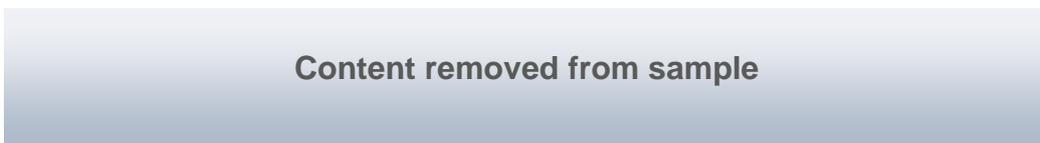
2023 key trends

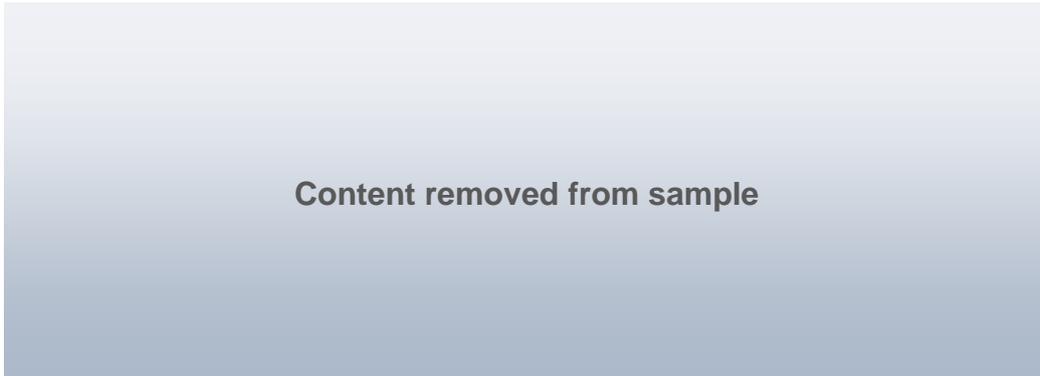


Retailing developments



What next for fresh food?





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

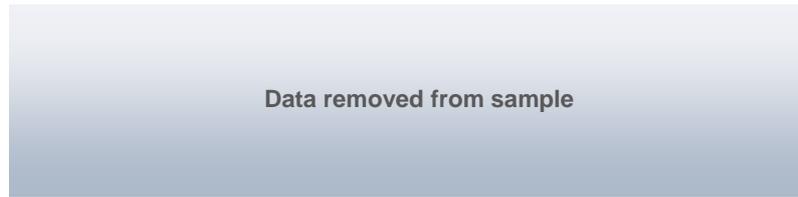
% retail volume	2018	2019	2020	2021	2022	2023
Packaged	Data removed from sample					
Unpackaged						
Total						

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



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

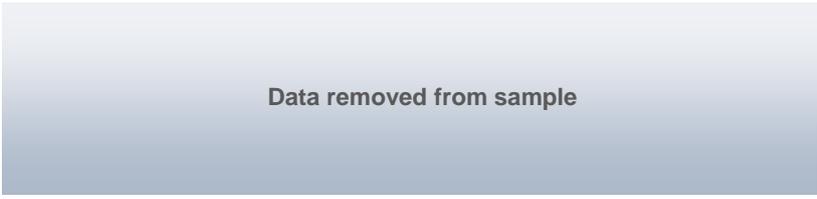
% total volume growth	2023/24	2023-28 CAGR	2023/28 Total
Fresh Food	Data removed from sample		
Eggs			
Fish and Seafood			
Fruits			
Meat			
Nuts			
Pulses			
Starchy Roots			
Sugar and Sweeteners			
Vegetables			

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

Table 24 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 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	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 26 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 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	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.

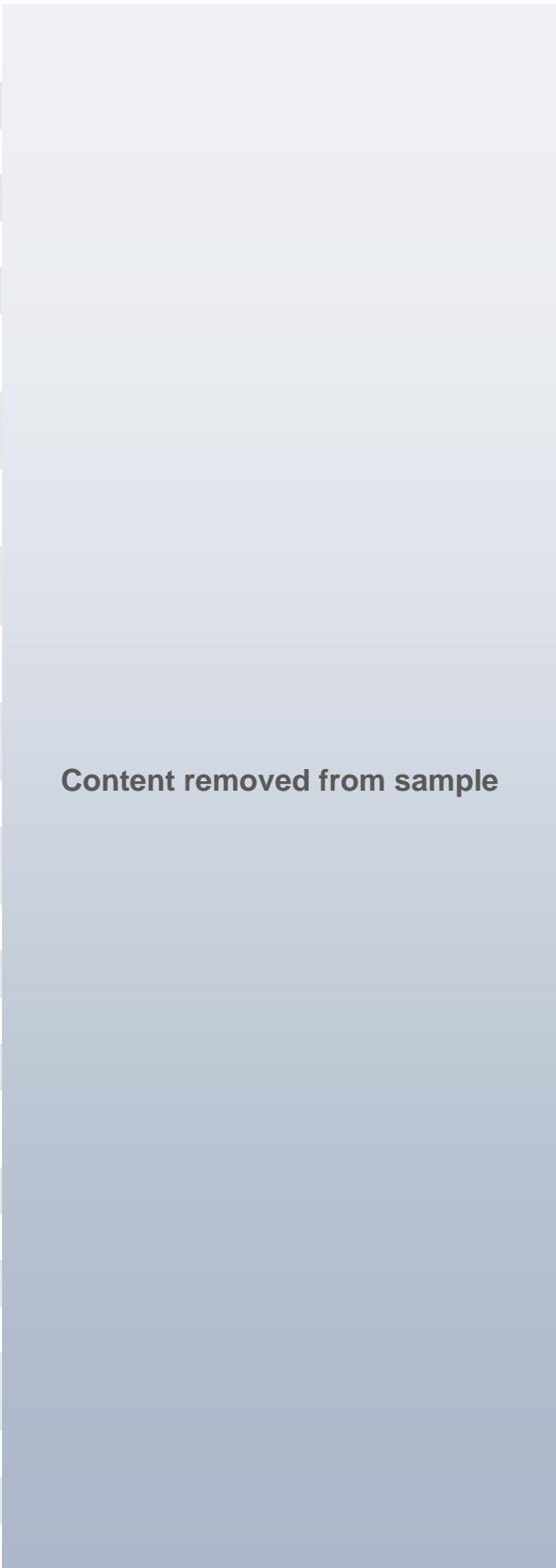
SOURCES

Sources used during the research included the following:

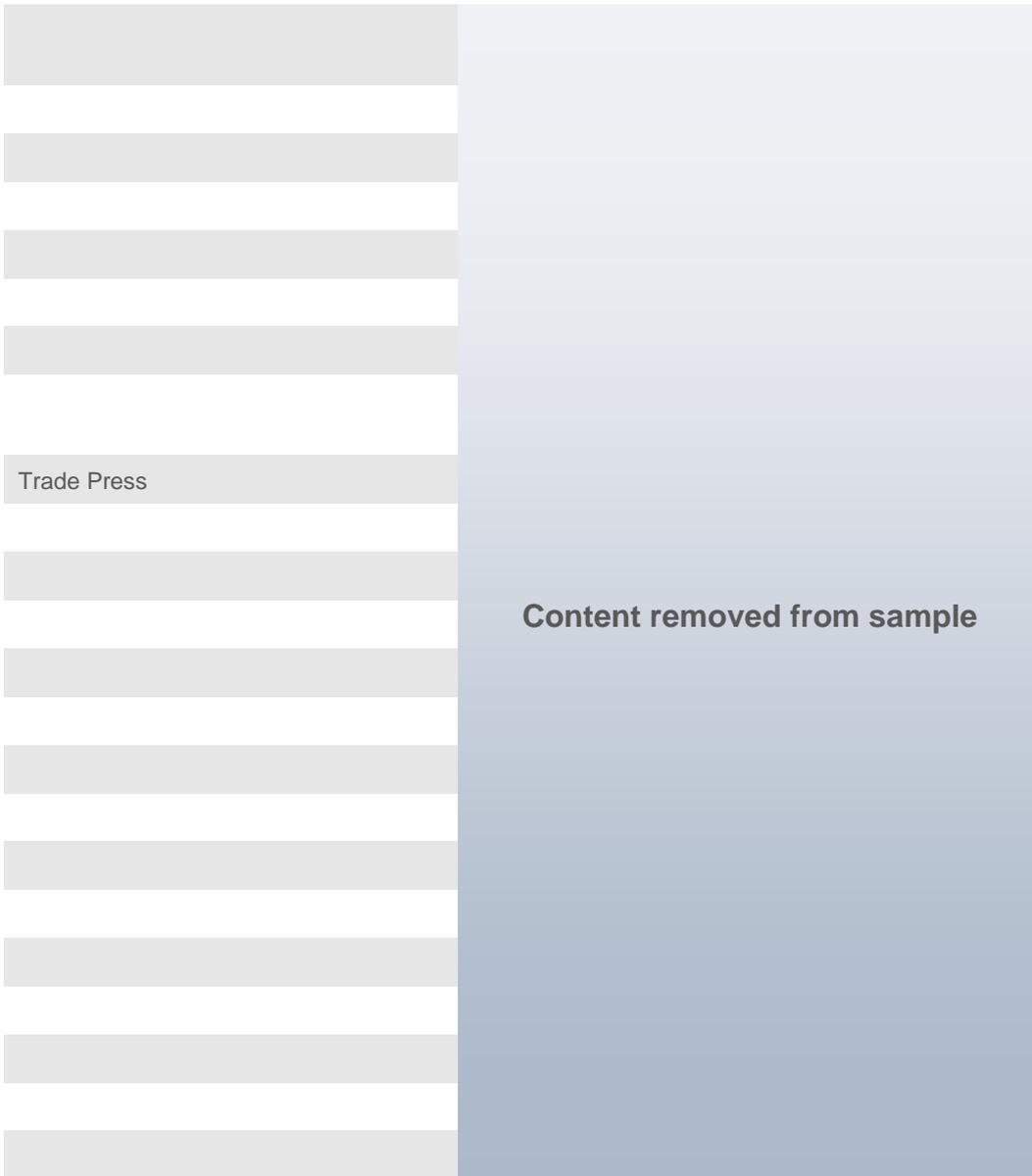
Summary 2 Research Sources

Official Sources	
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Trade Associations



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Source: Euromonitor International