



Euromonitor
International

Cheese in Germany

August 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Positive performance by cheese, supported by hard format
- Private label retains strength, challenging traditional German cheese brands
- Discounters remains leading distribution channel for cheese in Germany

PROSPECTS AND OPPORTUNITIES

- Evolution of consumer behaviour and German lifestyles could drive further growth of cheese
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Dairy Products and Alternatives in Germany - Industry Overview

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DISCLAIMER

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