



Euromonitor
International

Staple Foods in Germany

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2024 DEVELOPMENTS

- High level of production costs leads to elevated retail prices of baked goods
- Sustainability and new ingredients help players to stand out
- Private label and in-store bakeries offer competition to artisanal players

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- Alternatives for chocolate and vegan chocolate perform well in Germany

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- Organic segment stabilises and starts to recover in 2024

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- Seafood perceived as healthier but more dependent on seasonal changes
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PROSPECTS AND OPPORTUNITIES

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