



Passport

Meat in Germany

Euromonitor International

March 2024

This sample report is for illustration
purposes only.

Some content and data have been
changed.

To purchase a full version, please visit
www.euromonitor.com

LIST OF CONTENTS AND TABLES

Meat in Germany - Category Analysis.....	1
KEY DATA FINDINGS.....	1
2023 DEVELOPMENTS.....	1
Meat consumption continues to decline in 2023	1
Pork remains most popular meat in germany	1
PROSPECTS AND OPPORTUNITIES.....	1
Further decline in meat consumption over forecast period with greater focus on quality over quantity	2
Ethical farming methods and meat production expected to shape demand.....	2
Summary 1 Major Processors of Meat 2023	2
CATEGORY DATA.....	2
Table 1 Total Sales of Meat by Category: Total Volume 2018-2023.....	2
Table 2 Total Sales of Meat by Category: % Total Volume Growth 2018-2023	3
Table 3 Retail Sales of Meat by Category: Volume 2018-2023.....	3
Table 4 Retail Sales of Meat by Category: % Volume Growth 2018-2023.....	3
Table 5 Retail Sales of Meat by Category: Value 2018-2023.....	3
Table 6 Retail Sales of Meat by Category: % Value Growth 2018-2023	4
Table 7 Retail Sales of Meat by Packaged vs Unpackaged: % Volume 2018-2023	4
Table 8 Forecast Sales of Meat by Category: Total Volume 2023-2028	4
Table 9 Forecast Sales of Meat by Category: % Total Volume Growth 2023-2028	4
Table 10 Forecast Retail Sales of Meat by Category: Volume 2023-2028.....	5
Table 11 Forecast Retail Sales of Meat by Category: % Volume Growth 2023-2028	5
Table 12 Forecast Retail Sales of Meat by Category: Value 2023-2028.....	5
Table 13 Forecast Retail Sales of Meat by Category: % Value Growth 2023-2028	5
Fresh Food in Germany - Industry Overview.....	7
EXECUTIVE SUMMARY.....	7
Fresh food in 2023: The big picture	7
2023 key trends	7
Retailing developments	7
What next for fresh food?	7
MARKET DATA.....	8
Table 14 Total Sales of Fresh Food by Category: Total Volume 2018-2023.....	8
Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2018-2023	8
Table 16 Retail Sales of Fresh Food by Category: Volume 2018-2023	8
Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2018-2023	9
Table 18 Retail Sales of Fresh Food by Category: Value 2018-2023	9
Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2018-2023.....	9
Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023	10
Table 21 Retail Distribution of Fresh Food by Format: % Volume 2018-2023	10

Table 22	Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028	11
Table 23	Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028	11
Table 24	Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028.....	11
Table 25	Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028	12
Table 26	Forecast Retail Sales of Fresh Food by Category: Value 2023-2028	12
Table 27	Forecast Retail Sales of Fresh Food by Category: % Value Growth 2023-2028	12
DISCLAIMER		13
SOURCES.....		13
Summary 2	Research Sources.....	13

MEAT IN GERMANY - CATEGORY ANALYSIS

KEY DATA FINDINGS

Content removed from sample

2023 DEVELOPMENTS

Meat consumption continues to decline in 2023

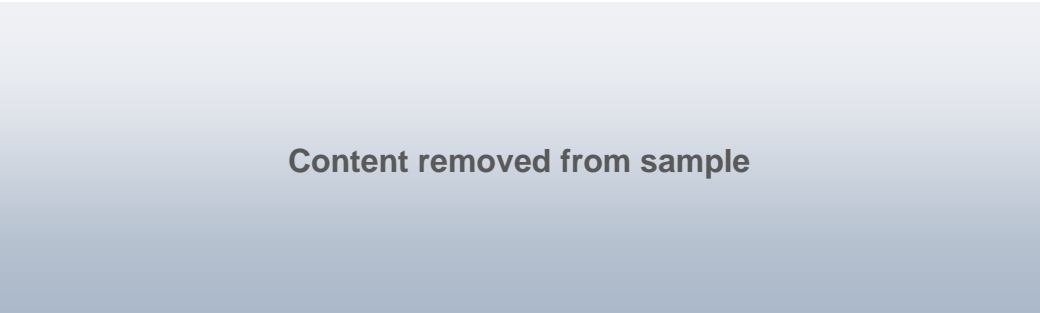
Content removed from sample

Pork remains most popular meat in germany

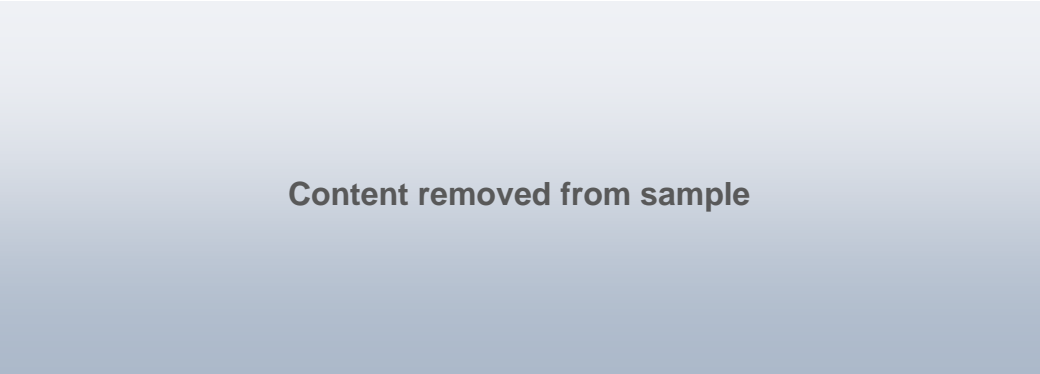
Content removed from sample

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 1 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 1 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 2 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 3 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 4 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 5 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 6 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 7 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 8 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 9 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 10 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 11 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 12 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 13 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

Data removed from sample

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

Content removed from sample

2023 key trends

Content removed from sample

Retailing developments

Content removed from sample

What next for fresh food?

Content removed from sample

Content removed from sample

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

Data removed from sample

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
 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

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
 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

Table 24 Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028

'000 tonnes

2023 2024 2025 2026 2027 2028

Fresh Food
 Eggs
 Fish and Seafood

Data removed from sample

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

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

Data removed from sample

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

Data removed from sample

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

Data removed from sample

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	Content removed from sample

Trade Associations

Content removed from sample

Trade Press

Content removed from sample

Source: Euromonitor International