

Germany Food and Drink Report Q2 2016

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Abstracts

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BMI View: The German food and drink market has been growing steadily over the past five years. A relatively favourable top-down macroeconomic outlook as the wider economy moves towards being more domestic demand-oriented should provide the food and drink industry with some good momentum to work with from the perspective of manufacturers targeting the market.

Latest Updates & Industry Developments

On a per capita basis, food consumption in local currency is forecast to grow by 4.2% in 2016 and an average of 3.9% over our forecast period to 2020.

The non-alcoholic category, which includes sub categories like coffee, tea and juices, is forecast to record compound annual growth of 2.8% in value terms over the 2015-2020 period.

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