

Germany Food and Drink Report Q4 2016

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Abstracts

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BMI View: Germany's economic reorientation towards greater domestic consumption bodes well for the food and drink industry, which we forecast to sustain moderate growth rates over the next five years. Food and drink sales will continue to be shaped by increasing consumer demand for convenience and rising health consciousness.

Key Trends & Industry Developments

In April 2016, French multinational food company Danone opened an infant formula processing plant in Germany. With production capacity at around 90,000 tonnes per annum, the factory will produce infant formula for export to around 70 markets across the globe (Just-Food.com).

Food and drink sales will continue to be shaped by rising health awareness. Organic foodstuffs have experienced growing demand over the past few years. In the drinks segment, we forecast beer consumption to fall over the next five years as consumers favour moderate drinking. Also reflecting this trend, carbonated soft drinks will lose popularity.

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