

Butter and Spreads in Germany

<https://marketpublishers.com/r/BBDF2E35C77EN.html>

Date: September 2023

Pages: 19

Price: US\$ 990.00 (Single User License)

ID: BBDF2E35C77EN

Abstracts

Butter has long been a staple dairy ingredient in German cuisine, with a rich history and cultural significance. After two years of pandemic-driven home seclusion, which benefited the consumption of butter as cooking and baking were adopted as pleasurable activities, demand continues to fall in 2023 due to various factors, such as German consumers changing their dietary preferences, health concerns and inflation.

Euromonitor International's Butter and Spreads in Germany report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Butter, Cooking Fats, Margarine and Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Butter and Spreads market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
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