

Fresh Food in Germany

<https://marketpublishers.com/r/F3337B87624EN.html>

Date: March 2024

Pages: 68

Price: US\$ 1,210.00 (Single User License)

ID: F3337B87624EN

Abstracts

As the effects of the pandemic gradually waned and had little impact on consumers and their purchasing patterns in 2023, inflation and price increases took the lead as the main socioeconomic factors shaping demand for fresh food in Germany. Despite inflationary pressures marginally weakening compared to 2022, consumers still kept in mind budgeting and tried to save money when buying basic products such as meat and vegetables.

Euromonitor International's Fresh Food in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2019-2023, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market – be they new product developments, consumption patterns and distribution data. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Eggs, Fish and Seafood, Fruits, Meat, Nuts, Pulses, Starchy Roots, Sugar and Sweeteners, Vegetables.

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

Why buy this report?

Get a detailed picture of the Fresh Food 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
March 2024

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