

Soup in Germany

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Soup in Germany declined in current value terms in 2017 for the eighth year in a row, although the rate of decline was the lowest compared to the previous years. This was partly due to the rather good development of shelf-stable soup, which due to investments by the key players continued to show growth. Chilled and frozen soup saw the most dynamic growth in current value terms which was due to the continued decline in dehydrated and instant soup. These categories are considered to be old-fashion...

Euromonitor International's Soup 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 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, distribution or pricing issues. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Chilled Soup, Dehydrated Soup, Frozen Soup, Instant Soup, Shelf Stable Soup.

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

Why buy this report?

- Get a detailed picture of the Soup 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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Good Economic Development and High Consumer Confidence Boost Sales

Very Competitive Situation Within Packaged Food in Germany

Modern Grocery Retailers Dominating; Strong Growth in Convenience Stores

Further Growth at Constant 2017 Prices Is Expected Over the Forecast Period

Key Trends and Developments

Increasing Pace of Changing Attitudes and Behaviour Regarding Cooking

Germans Increasingly Prepared To Pay Higher Prices for Quality Products

Strong Trend Towards Regional Products As the New Focus Is on Sustainability

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