

Meat in Germany

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Abstracts

Meat in Germany

SUMMARY

Meat in Germany industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The meat market consists of the retail sales of ambient meat, chilled raw packaged meat - processed, chilled raw packaged meat - whole cuts, cooked meats - counter, cooked meats - packaged, fresh meat (counter) and frozen meat. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2019 exchange rates.

The German meat market had total revenues of \$54.5bn in 2019, representing a compound annual rate of change (CARC) of -0.4% between 2015 and 2019.

Market consumption volumes declined with a CARC of -1.7% between 2015 and 2019, to reach a total of 2,888.8 million kilograms in 2019.

Despite positive economic conditions coupled with increasing purchasing power, the market recorded negative growth during the review period.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the meat market in Germany

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the meat market in Germany

Leading company profiles reveal details of key meat market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Germany meat market with five year forecasts

REASONS TO BUY

What was the size of the Germany meat market by value in 2019?

What will be the size of the Germany meat market in 2024?

What factors are affecting the strength of competition in the Germany meat market?

How has the market performed over the last five years?

Who are the top competitors in Germany's meat market?

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COMPANIES MENTIONED

PHW-Gruppe Lohmann & Co. AG

The zur Muhlen Group

Nomad Foods Limited

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