

Meat in Germany

<https://marketpublishers.com/r/MC2266082DCEN.html>

Date: October 2020

Pages: 35

Price: US\$ 350.00 (Single User License)

ID: MC2266082DCEN

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?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Category segmentation
- 1.6. Geography segmentation
- 1.7. Market share
- 1.8. Market rivalry
- 1.9. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value
- 3.2. Market volume

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation
- 4.3. Market distribution

5 MARKET OUTLOOK

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power

- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Market share
- 7.2. Who are the leading players in the German meat market?
- 7.3. Which companies have been most successful in increasing their market share in the last five years?
- 7.4. What are the most popular brands in the market?

8 COMPANY PROFILES

- 8.1. PHW-Gruppe Lohmann & Co. AG
- 8.2. The zur Muhlen Group
- 8.3. Nomad Foods Limited

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Germany meat market value: \$ million, 2015-19
- Table 2: Germany meat market volume: million kilograms, 2015-19
- Table 3: Germany meat market category segmentation: \$ million, 2019
- Table 4: Germany meat market geography segmentation: \$ million, 2019
- Table 5: Germany meat market distribution: % share, by value, 2019
- Table 6: Germany meat market value forecast: \$ million, 2019-24
- Table 7: Germany meat market volume forecast: million kilograms, 2019-24
- Table 8: Germany meat market share: % share, by value, 2019
- Table 9: PHW-Gruppe Lohmann & Co. AG: key facts
- Table 10: PHW-Gruppe Lohmann & Co. AG: Key Employees
- Table 11: The zur Muhlen Group: key facts
- Table 12: The zur Muhlen Group: Key Employees
- Table 13: Nomad Foods Limited: key facts
- Table 14: Nomad Foods Limited: Key Employees
- Table 15: Germany size of population (million), 2015-19
- Table 16: Germany gdp (constant 2005 prices, \$ billion), 2015-19
- Table 17: Germany gdp (current prices, \$ billion), 2015-19
- Table 18: Germany inflation, 2015-19
- Table 19: Germany consumer price index (absolute), 2015-19
- Table 20: Germany exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: Germany meat market value: \$ million, 2015-19

Figure 2: Germany meat market volume: million kilograms, 2015-19

Figure 3: Germany meat market category segmentation: % share, by value, 2019

Figure 4: Germany meat market geography segmentation: % share, by value, 2019

Figure 5: Germany meat market distribution: % share, by value, 2019

Figure 6: Germany meat market value forecast: \$ million, 2019-24

Figure 7: Germany meat market volume forecast: million kilograms, 2019-24

Figure 8: Forces driving competition in the meat market in Germany, 2019

Figure 9: Drivers of buyer power in the meat market in Germany, 2019

Figure 10: Drivers of supplier power in the meat market in Germany, 2019

Figure 11: Factors influencing the likelihood of new entrants in the meat market in Germany, 2019

Figure 12: Factors influencing the threat of substitutes in the meat market in Germany, 2019

Figure 13: Drivers of degree of rivalry in the meat market in Germany, 2019

Figure 14: Germany meat market share: % share, by value, 2019

COMPANIES MENTIONED

PHW-Gruppe Lohmann & Co. AG

The zur Muhlen Group

Nomad Foods Limited

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