

## **Plant-Based Dairy in Germany**

Market Direction | 2023-01-01 | 21 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

The consumption of milk of animal origin in Germany, as well as its production, and even the number of dairy cows for milk, is at an all-time low. Animal milk consumption has been in steady decline for years in Germany, despite its traditional place as a staple of local diets. German consumers are traditionally consumers of a wide variety of dairy products, from drinking milk products and cheese to yoghurt and other dairy products, for cooking, baking, and beverage consumption. Given the wide co...

Euromonitor International's Plant-based Dairy 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 <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- \* Get a detailed picture of the Plant-based Dairy 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Plant-Based Dairy in Germany  
Euromonitor International  
January 2023

### List Of Contents And Tables

#### PLANT-BASED DAIRY IN GERMANY

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Plant-based dairy grows at the expense of animal milk products

Oat milk brands are now household names in Germany

Plant-based alternatives now available in a wide variety of products

##### PROSPECTS AND OPPORTUNITIES

Vegan cheese is appearing more often, although long-term potential less clear

Organic and sustainability likely to be drivers of future innovation in Germany

Consumers with high purchasing power and eagerness to experiment to drive growth

##### CATEGORY DATA

Table 1 Sales of Plant-Based Dairy by Category: Volume 2017-2022

Table 2 Sales of Plant-Based Dairy by Category: Value 2017-2022

Table 3 Sales of Plant-Based Dairy by Category: % Volume Growth 2017-2022

Table 4 Sales of Plant-Based Dairy by Category: % Value Growth 2017-2022

Table 5 Sales of Other Plant-Based Milk by Type: % Value 2019-2022

Table 6 NBO Company Shares of Plant-Based Dairy: % Value 2018-2022

Table 7 LBN Brand Shares of Plant-Based Dairy: % Value 2019-2022

Table 8 Distribution of Plant-Based Dairy by Format: % Value 2017-2022

Table 9 Forecast Sales of Plant-Based Dairy by Category: Volume 2022-2027

Table 10 □Forecast Sales of Plant-Based Dairy by Category: Value 2022-2027

Table 11 □Forecast Sales of Plant-Based Dairy by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2022-2027

CHART 1 Dairy Products and Alternatives Value Sales Growth Scenarios: 2020-2027

CHART 2 Dairy Products and Alternatives Impact of Drivers on Value Sales: 2020-2027

#### DAIRY PRODUCTS AND ALTERNATIVES IN GERMANY

##### EXECUTIVE SUMMARY

Dairy products and alternatives in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for dairy products and alternatives?

##### MARKET DATA

Table 13 Sales of Dairy Products and Alternatives by Category: Value 2017-2022

Table 14 Sales of Dairy Products and Alternatives by Category: % Value Growth 2017-2022

Table 15 NBO Company Shares of Dairy Products and Alternatives: % Value 2018-2022

Table 16 LBN Brand Shares of Dairy Products and Alternatives: % Value 2019-2022

Table 17 Penetration of Private Label by Category: % Value 2017-2022

Table 18 Distribution of Dairy Products and Alternatives by Format: % Value 2017-2022

Table 19 Forecast Sales of Dairy Products and Alternatives by Category: Value 2022-2027

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 20 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Plant-Based Dairy in Germany

Market Direction | 2023-01-01 | 21 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-05
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com