

Cheese in Germany

Market Direction | 2023-09-26 | 21 pages | Euromonitor

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Report description:

Inflation has had a noticeable impact on demand for cheese in Germany, prompting consumers to substitute higher-priced cheese varieties with cheaper alternatives. After a price increase of more than 20% since the first quarter of 2022, consumers are taking a new approach to their cheese purchases. One strategy is to opt for more affordable domestic cheese instead of imported specialties. Another solution has been to switch to lower-priced cheese brands or choose smaller portions of different che...

Euromonitor International's Cheese 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: Hard Cheese, Processed Cheese excl Spreadable, Soft Cheese, Spreadable Cheese.

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

Why buy this report?

- * Get a detailed picture of the Cheese 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.

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Euromonitor International
September 2023

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