

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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Scotts International. EU Vat number: PL 6772247784

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

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Table of Contents:

Cheese in Germany
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List Of Contents And Tables

CHEESE IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation hits cheese prices, but local consumers adapt

Soft cheese's dynamic growth driven by developing consumption occasions

Spreadable cheese players create innovative offers

PROSPECTS AND OPPORTUNITIES

Organic, regional and sustainable cheese products to be key to future growth

Specialty cheese as a strategy to retain consumers

Private label to remain popular as a consequence of inflation

CATEGORY DATA

Table 1 Sales of Cheese by Category: Volume 2018-2023

Table 2 Sales of Cheese by Category: Value 2018-2023

Table 3 Sales of Cheese by Category: % Volume Growth 2018-2023

Table 4 Sales of Cheese by Category: % Value Growth 2018-2023

Table 5 Sales of Spreadable Processed Cheese by Type: % Value 2018-2023

Table 6 Sales of Soft Cheese by Type: % Value 2018-2023

Table 7 Sales of Hard Cheese by Type: % Value 2018-2023

Table 8 NBO Company Shares of Cheese: % Value 2019-2023

Table 9 LBN Brand Shares of Cheese: % Value 2020-2023

Table 10 Distribution of Cheese by Format: % Value 2018-2023

Table 11 Forecast Sales of Cheese by Category: Volume 2023-2028

Table 12 Forecast Sales of Cheese by Category: Value 2023-2028

Table 13 Forecast Sales of Cheese by Category: % Volume Growth 2023-2028

Table 14 Forecast Sales of Cheese by Category: % Value Growth 2023-2028

DAIRY PRODUCTS AND ALTERNATIVES IN GERMANY

EXECUTIVE SUMMARY

Dairy products and alternatives in 2023: The big picture

Key trends in 2023

Competitive landscape

Channel developments

What next for dairy products and alternatives?

MARKET DATA

Table 15 Sales of Dairy Products and Alternatives by Category: Value 2018-2023

Table 16 Sales of Dairy Products and Alternatives by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Dairy Products and Alternatives: % Value 2019-2023

Table 18 LBN Brand Shares of Dairy Products and Alternatives: % Value 2020-2023

Table 19 Penetration of Private Label by Category: % Value 2018-2023

Table 20 Distribution of Dairy Products and Alternatives by Format: % Value 2018-2023

Table 21 Forecast Sales of Dairy Products and Alternatives by Category: Value 2023-2028

Table 22 Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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