

Plant-Based Dairy in Germany

Market Direction | 2023-09-26 | 18 pages | Euromonitor

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Report description:

Plant-based dairy has made significant progress in Germany, gradually evolving and expanding to cover various categories within a market with a very strong tradition of consuming dairy products of animal origin. While dairy consumption is deeply ingrained in German culture, the demand for plant-based alternatives is steadily growing, driven by factors such as health consciousness, sustainability concerns, and ethical considerations.

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.

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