

## Vegetables in Germany

Market Direction | 2024-03-25 | 18 pages | Euromonitor

### AVAILABLE LICENSES:

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

### Report description:

Marking a notable shift in consumption patterns, retail demand for vegetables in Germany declined in 2023. Ongoing economic challenges and inflationary pressures remained an obstacle for many consumers when it came to purchasing fresh produce at the same levels than before the price increases. In such circumstances, Germans may have opted for more affordable food options, potentially reducing their consumption of fresh vegetables, which are sometimes perceived as premium or discretionary items.

Euromonitor International's Vegetables in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data in volume terms 2019-2023, allowing you to identify the sectors driving growth. It offers strategic analysis of key factors influencing the market - be they new product developments, consumption patterns and distribution data. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Cauliflowers and broccoli, Maize, Onion, Other Vegetables, Tomatoes.

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

### Why buy this report?

- \* Get a detailed picture of the Vegetables 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

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

## Table of Contents:

Vegetables in Germany  
Euromonitor International  
March 2024

### List Of Contents And Tables

#### VEGETABLES IN GERMANY

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Retail volumes of vegetables marginally decline in 2023

The most consumed vegetables in Germany remain stable

##### PROSPECTS AND OPPORTUNITIES

Organic vegetables set to regain consumers' interest once inflation eases

Appeal of sustainability expected to be key for vegetables in Germany

##### Summary 1 Major Processors of Vegetables 2023

##### CATEGORY DATA

Table 1 Total Sales of Vegetables by Category: Total Volume 2018-2023

Table 2 Total Sales of Vegetables by Category: % Total Volume Growth 2018-2023

Table 3 Retail Sales of Vegetables by Category: Volume 2018-2023

Table 4 Retail Sales of Vegetables by Category: % Volume Growth 2018-2023

Table 5 Retail Sales of Vegetables by Category: Value 2018-2023

Table 6 Retail Sales of Vegetables by Category: % Value Growth 2018-2023

Table 7 Retail Sales of Vegetables by Packaged vs Unpackaged: % Volume 2018-2023

Table 8 Forecast Total Sales of Vegetables by Category: Total Volume 2023-2028

Table 9 Forecast Total Sales of Vegetables by Category: % Total Volume Growth 2023-2028

Table 10 Forecast Retail Sales of Vegetables by Category: Volume 2023-2028

Table 11 Forecast Retail Sales of Vegetables by Category: % Volume Growth 2023-2028

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

Table 13 Forecast Retail Sales of Vegetables by Category: % Value Growth 2023-2028

#### FRESH FOOD IN GERMANY

##### EXECUTIVE SUMMARY

Fresh food in 2023: The big picture

2023 key trends

Retailing developments

What next for fresh food?

##### MARKET DATA

Table 14 Total Sales of Fresh Food by Category: Total Volume 2018-2023

Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2018-2023

Table 16 Retail Sales of Fresh Food by Category: Volume 2018-2023

Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2018-2023

Table 18 Retail Sales of Fresh Food by Category: Value 2018-2023

Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2018-2023

Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2018-2023

Table 21 Retail Distribution of Fresh Food by Format: % Volume 2018-2023

Table 22 Forecast Total Sales of Fresh Food by Category: Total Volume 2023-2028

Table 23 Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2023-2028

Table 24 □Forecast Retail Sales of Fresh Food by Category: Volume 2023-2028

Table 25 □Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2023-2028

Table 26 □Forecast Retail Sales of Fresh Food by Category: Value 2023-2028

Table 27 □Forecast Retail Sales of Fresh Food by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 2 Research Sources

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

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

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

## Vegetables in Germany

Market Direction | 2024-03-25 | 18 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*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-12
	Signature	

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

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

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