

## **Vegetables in Germany**

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

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### **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.

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Euromonitor International  
March 2024

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