

## **Snacks in Germany**

Market Direction | 2024-07-10 | 74 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

### **Report description:**

In 2024, snacks in Germany is navigating a dynamic landscape shaped by several key trends. While fluctuating ingredient prices present ongoing challenges, dramatic price changes are anticipated to be less frequent than in previous years with the exception of chocolate confectionery.

Euromonitor International's Snacks 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 2019-2023, 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 2028, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- \* Get a detailed picture of the Snacks 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](mailto:support@scotts-international.com)

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

## Table of Contents:

Snacks in Germany  
Euromonitor International  
July 2024

### List Of Contents And Tables

#### SNACKS IN GERMANY

##### EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

##### MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2019-2024

Table 2 Sales of Snacks by Category: Value 2019-2024

Table 3 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 4 Sales of Snacks by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Snacks: % Value 2020-2024

Table 6 LBN Brand Shares of Snacks: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Snacks by Format: % Value 2019-2024

Table 9 Forecast Sales of Snacks by Category: Volume 2024-2029

Table 10 □Forecast Sales of Snacks by Category: Value 2024-2029

Table 11 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### CHOCOLATE CONFECTIONERY IN GERMANY

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Cost of cocoa has major impact on prices and production

Some brands return to supermarket shelves after tough price negotiations

Fair trade and traceability important factors for German snacks

##### PROSPECTS AND OPPORTUNITIES

Chocolate alternatives likely to gain momentum if cocoa prices do not normalise

Vegan chocolate confectionery to remain in demand

New flavours create opportunities to access local market

##### CATEGORY DATA

Summary 2 Other Chocolate Confectionery by Product Type: 2024

Table 13 Sales of Chocolate Confectionery by Category: Volume 2019-2024

Table 14 Sales of Chocolate Confectionery by Category: Value 2019-2024

Table 15 Sales of Chocolate Confectionery by Category: % Volume Growth 2019-2024

Table 16 Sales of Chocolate Confectionery by Category: % Value Growth 2019-2024

Table 17 Sales of Chocolate Tablets by Type: % Value 2019-2024

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

Table 18 NBO Company Shares of Chocolate Confectionery: % Value 2020-2024  
Table 19 LBN Brand Shares of Chocolate Confectionery: % Value 2021-2024  
Table 20 Distribution of Chocolate Confectionery by Format: % Value 2019-2024  
Table 21 Forecast Sales of Chocolate Confectionery by Category: Volume 2024-2029  
Table 22 □Forecast Sales of Chocolate Confectionery by Category: Value 2024-2029  
Table 23 □Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2024-2029  
Table 24 □Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2024-2029

#### GUM IN GERMANY

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Retail landscape remains traditional with higher demand for gum in summer

Sugar-free remains dominant in Germany's gum offer

Gum strips from Wrigley no longer available in local market

##### PROSPECTS AND OPPORTUNITIES

Wrigley's withdrawal of gum strips leaves space for new brands and formats

Plastic reduction and sustainability set to be main drivers of product innovation

E-commerce's growth likely to continue slowing

##### CATEGORY DATA

Table 25 Sales of Gum by Category: Volume 2019-2024  
Table 26 Sales of Gum by Category: Value 2019-2024  
Table 27 Sales of Gum by Category: % Volume Growth 2019-2024  
Table 28 Sales of Gum by Category: % Value Growth 2019-2024  
Table 29 Sales of Gum by Flavour: Rankings 2019-2024  
Table 30 NBO Company Shares of Gum: % Value 2020-2024  
Table 31 LBN Brand Shares of Gum: % Value 2021-2024  
Table 32 Distribution of Gum by Format: % Value 2019-2024  
Table 33 Forecast Sales of Gum by Category: Volume 2024-2029  
Table 34 □Forecast Sales of Gum by Category: Value 2024-2029  
Table 35 □Forecast Sales of Gum by Category: % Volume Growth 2024-2029  
Table 36 □Forecast Sales of Gum by Category: % Value Growth 2024-2029

#### SUGAR CONFECTIONERY IN GERMANY

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Challenging times due to highly fluctuating sugar prices

Players increasingly experiment with flavours to add interest

Competitive landscape remains dominated by known players

##### PROSPECTS AND OPPORTUNITIES

Sugar tax and other regulations to remain under discussion

Addition of vitamins and other health claims likely to gain importance

Indulgence to remain leading driver of sugar confectionery

##### CATEGORY DATA

Summary 3 Other Sugar Confectionery by Product Type: 2024  
Table 37 Sales of Sugar Confectionery by Category: Volume 2019-2024  
Table 38 Sales of Sugar Confectionery by Category: Value 2019-2024  
Table 39 Sales of Sugar Confectionery by Category: % Volume Growth 2019-2024  
Table 40 Sales of Sugar Confectionery by Category: % Value Growth 2019-2024  
Table 41 Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2019-2024

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

Table 42 NBO Company Shares of Sugar Confectionery: % Value 2020-2024

Table 43 LBN Brand Shares of Sugar Confectionery: % Value 2021-2024

Table 44 Distribution of Sugar Confectionery by Format: % Value 2019-2024

Table 45 Forecast Sales of Sugar Confectionery by Category: Volume 2024-2029

Table 46 □Forecast Sales of Sugar Confectionery by Category: Value 2024-2029

Table 47 □Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2024-2029

Table 48 □Forecast Sales of Sugar Confectionery by Category: % Value Growth 2024-2029

#### SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS IN GERMANY

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Uncertain times with fluctuating prices for sweet biscuits in Germany

Health trend drives demand for dried fruit and protein/energy bars

Private label retains prominent position in competitive landscape

##### PROSPECTS AND OPPORTUNITIES

Snack bars with healthy positioning offer further growth potential

Retail landscape to continue evolving in Germany

##### CATEGORY DATA

Table 49 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2019-2024

Table 50 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2019-2024

Table 51 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2019-2024

Table 52 Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2019-2024

Table 53 NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2024

Table 54 LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2024

Table 55 NBO Company Shares of Sweet Biscuits: % Value 2020-2024

Table 56 LBN Brand Shares of Sweet Biscuits: % Value 2021-2024

Table 57 NBO Company Shares of Snack Bars: % Value 2020-2024

Table 58 □LBN Brand Shares of Snack Bars: % Value 2021-2024

Table 59 □NBO Company Shares of Fruit Snacks: % Value 2020-2024

Table 60 □LBN Brand Shares of Fruit Snacks: % Value 2021-2024

Table 61 □Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2019-2024

Table 62 □Distribution of Sweet Biscuits by Format: % Value 2019-2024

Table 63 □Distribution of Snack Bars by Format: % Value 2019-2024

Table 64 □Distribution of Fruit Snacks by Format: % Value 2019-2024

Table 65 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2024-2029

Table 66 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2024-2029

Table 67 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2024-2029

Table 68 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2024-2029

#### ICE CREAM IN GERMANY

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Rising prices due to fluctuating energy costs

Established names lead ice cream landscape in Germany

Pessimistic weather outlook but hosting of EURO 2024 offers hope for summer sales

##### PROSPECTS AND OPPORTUNITIES

Health trend likely to shape ice cream's future development

Warmer summers can be expected over the forecast period

Ice cream parlours offer natural competition to retail

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

## CATEGORY DATA

Table 69 Sales of Ice Cream by Category: Volume 2019-2024

Table 70 Sales of Ice Cream by Category: Value 2019-2024

Table 71 Sales of Ice Cream by Category: % Volume Growth 2019-2024

Table 72 Sales of Ice Cream by Category: % Value Growth 2019-2024

Table 73 Sales of Ice Cream by Leading Flavours: Rankings 2019-2024

Table 74 Sales of Impulse Ice Cream by Format: % Value 2019-2024

Table 75 NBO Company Shares of Ice Cream: % Value 2020-2024

Table 76 LBN Brand Shares of Ice Cream: % Value 2021-2024

Table 77 NBO Company Shares of Impulse Ice Cream: % Value 2020-2024

Table 78 □LBN Brand Shares of Impulse Ice Cream: % Value 2021-2024

Table 79 □NBO Company Shares of Take-home Ice Cream: % Value 2020-2024

Table 80 □LBN Brand Shares of Take-home Ice Cream: % Value 2021-2024

Table 81 □Distribution of Ice Cream by Format: % Value 2019-2024

Table 82 □Forecast Sales of Ice Cream by Category: Volume 2024-2029

Table 83 □Forecast Sales of Ice Cream by Category: Value 2024-2029

Table 84 □Forecast Sales of Ice Cream by Category: % Volume Growth 2024-2029

Table 85 □Forecast Sales of Ice Cream by Category: % Value Growth 2024-2029

## SAVOURY SNACKS IN GERMANY

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Price challenges and smaller packaging for savoury snacks

Retail demand for popcorn continues to stabilise

Private label faces challenges, while Intersnack strengthens leadership

### PROSPECTS AND OPPORTUNITIES

Exotic and spicy flavours set to play bigger role in product development

Health trend will continue to push category innovation

New opportunities and snacking occasions

## CATEGORY DATA

Summary 4 Other Savoury Snacks by Product Type: 2024

Table 86 Sales of Savoury Snacks by Category: Volume 2019-2024

Table 87 Sales of Savoury Snacks by Category: Value 2019-2024

Table 88 Sales of Savoury Snacks by Category: % Volume Growth 2019-2024

Table 89 Sales of Savoury Snacks by Category: % Value Growth 2019-2024

Table 90 NBO Company Shares of Savoury Snacks: % Value 2020-2024

Table 91 LBN Brand Shares of Savoury Snacks: % Value 2021-2024

Table 92 Distribution of Savoury Snacks by Format: % Value 2019-2024

Table 93 Forecast Sales of Savoury Snacks by Category: Volume 2024-2029

Table 94 Forecast Sales of Savoury Snacks by Category: Value 2024-2029

Table 95 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029

Table 96 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

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

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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

## Snacks in Germany

Market Direction | 2024-07-10 | 74 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	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		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*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-02"/>
		Signature	<input type="text"/>

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

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

www.scotts-international.com