

Butter and Spreads in Germany

Market Direction | 2024-08-20 | 20 pages | Euromonitor

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Report description:

Retail volume sales of butter and spreads in Germany are marginally declining in 2024, following a weak performance over the second half of the review period. A significant factor driving this decline is the growing health consciousness among German consumers. In recent years, there has been increasing awareness of the health risks associated with diets high in fat, particularly those rich in saturated fats found in butter and certain cooking fats. This has led to a shift away from traditional b...

Euromonitor International's Butter and Spreads 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: Butter, Cooking Fats, Margarine and Spreads.

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

Why buy this report?

- * Get a detailed picture of the Butter and Spreads 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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