

## **Dairy Products and Alternatives in Germany**

Market Direction | 2024-08-20 | 80 pages | Euromonitor

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### **Report description:**

Dairy products and alternatives in Germany is set to experience growth in 2024 overall, marked by increases in both retail current value and volume sales. This upward trend reflects a dynamic industry in which traditional dairy products and plant-based alternatives coexist and thrive. German consumers maintain a strong cultural attachment to dairy products, with products such as cheese, yoghurt, and milk remaining staples in their diet. This enduring preference underscores the deep-rooted tradit...

Euromonitor International's Dairy Products and Alternatives 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: Baby Food, Dairy, Plant-based Dairy.

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

### **Why buy this report?**

- \* Get a detailed picture of the Dairy Products and Alternatives 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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reliable information resources to help drive informed strategic planning.

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