

Plant-Based Dairy in Germany

Market Direction | 2024-08-20 | 19 pages | Euromonitor

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Report description:

In 2024, plant-based milk in Germany is set to continue its impressive growth trajectory, reflecting the ongoing shift in consumer preference towards more sustainable, health-conscious, and ethically produced food options. One of the primary drivers of the expansion of plant-based milk in Germany is increasing consumer concern over the environmental impact of traditional dairy farming. As more consumers become aware of the high greenhouse gas emissions, water usage, and land degradation associat...

Euromonitor International's Plant-based Dairy 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: Plant-based Cheese, Plant-based Milk, Plant-based Yoghurt.

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

Why buy this report?

- * Get a detailed picture of the Plant-based Dairy 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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