



# Other Dairy in Germany

August 2024

Table of Contents

## Other Dairy in Germany - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Other dairy stagnates in 2024 amidst various trends

Protein-enriched products benefit from consumer interest in protein-rich diets and fitness

Consumer trust and innovative assortments ensure the lead of private label in chilled and shelf stable desserts

#### PROSPECTS AND OPPORTUNITIES

Health concerns mean consumers are seeking products with reduced sugar content

Other dairy to benefit from the indulgence trend already present in other packaged food industries

Quark, a traditional German dairy product, already shows signs of bigger potential in the future

#### CATEGORY DATA

Table 1 - Sales of Other Dairy by Category: Volume 2019-2024

Table 2 - Sales of Other Dairy by Category: Value 2019-2024

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

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

Table 5 - Sales of Cream by Type: % Value 2019-2024

Table 6 - NBO Company Shares of Other Dairy: % Value 2020-2024

Table 7 - LBN Brand Shares of Other Dairy: % Value 2021-2024

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

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

Table 10 - Forecast Sales of Other Dairy by Category: Value 2024-2029

Table 11 - Forecast Sales of Other Dairy by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Other Dairy by Category: % Value Growth 2024-2029

## Dairy Products and Alternatives in Germany - Industry Overview

### EXECUTIVE SUMMARY

Dairy products and alternatives in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for dairy products and alternatives?

### MARKET DATA

Table 13 - Sales of Dairy Products and Alternatives by Category: Value 2019-2024

Table 14 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2019-2024

Table 15 - NBO Company Shares of Dairy Products and Alternatives: % Value 2020-2024

Table 16 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2021-2024

Table 17 - Penetration of Private Label by Category: % Value 2019-2024

Table 18 - Distribution of Dairy Products and Alternatives by Format: % Value 2019-2024

Table 19 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2024-2029

Table 20 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2024-2029

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/other-dairy-in-germany/report](http://www.euromonitor.com/other-dairy-in-germany/report).