

Savoury Snacks in Germany

July 2024

Table of Contents

Savoury Snacks in Germany - Category analysis

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 1 - Other Savoury Snacks by Product Type: 2024
Table 1 - Sales of Savoury Snacks by Category: Volume 2019-2024
Table 2 - Sales of Savoury Snacks by Category: Value 2019-2024
Table 3 - Sales of Savoury Snacks by Category: % Volume Growth 2019-2024
Table 4 - Sales of Savoury Snacks by Category: % Value Growth 2019-2024
Table 5 - NBO Company Shares of Savoury Snacks: % Value 2020-2024
Table 6 - LBN Brand Shares of Savoury Snacks: % Value 2021-2024
Table 7 - Distribution of Savoury Snacks by Format: % Value 2019-2024
Table 8 - Forecast Sales of Savoury Snacks by Category: Volume 2024-2029
Table 9 - Forecast Sales of Savoury Snacks by Category: Value 2024-2029
Table 10 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2024-2029
Table 11 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2024-2029

Snacks in Germany - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for snacks?

MARKET DATA

Table 12 - Sales of Snacks by Category: Volume 2019-2024
Table 13 - Sales of Snacks by Category: Value 2019-2024
Table 14 - Sales of Snacks by Category: % Volume Growth 2019-2024
Table 15 - Sales of Snacks by Category: % Value Growth 2019-2024
Table 16 - NBO Company Shares of Snacks: % Value 2020-2024
Table 17 - LBN Brand Shares of Snacks: % Value 2021-2024
Table 18 - Penetration of Private Label by Category: % Value 2019-2024
Table 19 - Distribution of Snacks by Format: % Value 2019-2024
Table 20 - Forecast Sales of Snacks by Category: Volume 2024-2029
Table 21 - Forecast Sales of Snacks by Category: Value 2024-2029
Table 22 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029
Table 23 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

About Euromonitor International

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/savoury-snacks-in-germany/report.