



**Euromonitor
International**

Processed Fruit and Vegetables in Germany

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Processed Fruit and Vegetables in Germany - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumers appreciate convenience and affordability

INDUSTRY PERFORMANCE

Private label gains as shoppers choose quick, low-waste options

Frozen processed vegetables sees dynamic growth

WHAT'S NEXT?

Modest growth ahead as frozen veg and pantry staples anchor weekly cooking

Healthier, simpler choices, including beans, plain veg and lower-sugar fruit

Packaging progress and smarter logistics cut waste and build trust

COMPETITIVE LANDSCAPE

Trusted frozen and potato brands stay visible with easy formats

Practicality, convenience and affordability

CHANNELS

Discounters stays out in front

E-commerce making gains in processed fruit and vegetables

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Staple Foods in Germany - Industry Overview

EXECUTIVE SUMMARY

Affordability, convenience, and health are primary considerations

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

High levels of budget consciousness

Affordability and clarity prove key

WHAT'S NEXT?

Brands need to show clear, everyday benefits in face of strong private label competition

Private label to quickly mirror brand moves

Discounters to remain key, while online channel continues to develop

COMPETITIVE LANDSCAPE

Major retailers lead

Simplicity and practicality are key to success

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