Euromonitor International

Fruits in Germany

January 2026

Table of Contents

Fruits in Germany - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy eating sustains fruit growth amid intensified trading down

INDUSTRY PERFORMANCE

Inflation and price sensitivity shape consumer behaviour

Sustainability interest persists as premium willingness declines

WHAT'S NEXT?

Strong import demand and diversification of supply sources

Provenance and sustainability to provide impetus for the development of fruits

Summary 1 - Major Processors of Fruits 2025

CATEGORY DATA

Table 1 - Total Sales of Fruits by Category: Total Volume 2020-2025

Table 2 - Total Sales of Fruits by Category: % Total Volume Growth 2020-2025

Table 3 - Retail Sales of Fruits by Category: Volume 2020-2025

Table 4 - Retail Sales of Fruits by Category: % Volume Growth 2020-2025

Table 5 - Retail Sales of Fruits by Category: Value 2020-2025

Table 6 - Retail Sales of Fruits by Category: % Value Growth 2020-2025

Table 7 - Retail Sales of Fruits by Packaged vs Unpackaged: % Volume 2020-2025

Table 8 - Forecast Total Sales of Fruits by Category: Total Volume 2025-2030

Table 9 - Forecast Total Sales of Fruits by Category: % Total Volume Growth 2025-2030

Table 10 - Forecast Retail Sales of Fruits by Category: Volume 2025-2030

Table 11 - Forecast Retail Sales of Fruits by Category: % Volume Growth 2025-2030

Table 12 - Forecast Retail Sales of Fruits by Category: Value 2025-2030

Table 13 - Forecast Retail Sales of Fruits by Category: % Value Growth 2025-2030

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Fresh Food in Germany - Industry Overview

EXECUTIVE SUMMARY

Foodservice revival reshapes fresh food demand in 2025

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Eggs leads growth within fresh foods in 2025, while foodservice outpaces retail

Meat suffers as consumers shift towards plant-based diets

Health and sustainability concerns continue to shape progress and innovation

WHAT'S NEXT?

Flat growth forecast for fresh food in Germany

Prevailing trends will drive development, offering potential for growth

CHANNELS

Supermarkets leads overall retail distribution, benefiting for expanding organic offerings

Discounters rises as consumers focus on value for money

MARKET DATA

Table 14 - Total Sales of Fresh Food by Category: Total Volume 2020-2025

Table 15 - Total Sales of Fresh Food by Category: % Total Volume Growth 2020-2025
Table 16 - Retail Sales of Fresh Food by Category: Volume 2020-2025
Table 17 - Retail Sales of Fresh Food by Category: % Volume Growth 2020-2025
Table 18 - Retail Sales of Fresh Food by Category: Value 2020-2025
Table 19 - Retail Sales of Fresh Food by Category: % Value Growth 2020-2025
Table 20 - Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2020-2025
Table 21 - Retail Distribution of Fresh Food by Format: % Volume 2020-2025
Table 22 - Forecast Total Sales of Fresh Food by Category: Total Volume 2025-2030
Table 23 - Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2025-2030
Table 24 - Forecast Retail Sales of Fresh Food by Category: Volume 2025-2030
Table 25 - Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2025-2030
Table 26 - Forecast Retail Sales of Fresh Food by Category: Value 2025-2030
Table 27 - Forecast Retail Sales of Fresh Food by Category: % Value Growth 2025-2030

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SOURCES

Summary 2 - Research Sources

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