Euromonitor International

Vegetables in Germany

January 2026

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Vegetables in Germany - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Vegetables remain central to everyday meals as plant-based habits advance

INDUSTRY PERFORMANCE

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Inflation drives value-oriented purchasing

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INDUSTRY PERFORMANCE

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Meat suffers as consumers shift towards plant-based diets
Health and sustainability concerns continue to shape progress and innovation

WHAT'S NEXT?

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