Euromonitor International

Sugar and Sweeteners in Germany

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Sugar and Sweeteners in Germany - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Reformulation and moderation kept sugar and sweeteners near flat in 2025

INDUSTRY PERFORMANCE

Health-conscious consumption reduces sugar intake
Value-oriented purchasing and rise of private label

WHAT'S NEXT?

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Expansion of private label offerings
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Foodservice revival reshapes fresh food demand in 2025

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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?

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Prevailing trends will drive development, offering potential for growth

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