

Meat in Germany: Consumption, Demand, Sales, Competitor and Forecast 2016 – 2021

*Meat in Germany Market Consumption
2016 Forecast to 2022*

PUNE, INDIA, December 16, 2016
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Summary

Consumer and Market Insights: Meat Market in Germany provides an overview of the market, analyzing market data, demographic consumption patterns within the category, and the key consumer trends driving consumption. The report highlights innovative new product development that effectively targets the most pertinent consumer need states, and offers strategic recommendations to capitalize on evolving consumer landscapes.

Key Findings

Consumer and Market Insights: Meat Market in Germany provides an overview of the market, analyzing market data, demographic consumption patterns within the category, and the key consumer trends driving consumption. The report highlights innovative new product development that effectively targets the most pertinent consumer need states, and offers strategic recommendations to capitalize on evolving consumer landscapes.

- Depreciation of the Euro against the US dollar meant the German Meat market declined in US dollar terms during 2010–2015
- The Fresh Meat (Counter) category has the highest volume share in the overall Meat market
- Mid-Lifers and Older consumers together account for more than 50% of Chilled Raw Packaged Meat - Processed consumption
- Both German men and women consume Meat products at a 'heavy frequency'

Synopsis

Consumer and Market Insights: Meat Market in Germany identifies the key demographic groups



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driving consumption, and what motivates their consumption. When combined with an in-depth study of market and category dynamics, readers are able to identify key opportunities, and what they need to do in order to target them. The report uses a unique method of quantifying consumer trends to highlight the degree of influence they have on consumption within the category. The report also identifies the most important trends within the market and shows whether beliefs over what influences consumer behavior within the category are accurate.

Get access to:

- Key consumer demographic groups driving consumption within the German market. The figures showcase the number of times consumers of specific ages and gender consume Meat, as well as identifying whether these demographic groups "over" consume in the category (i.e. they account for a higher proportion of occasions than the proportion of society they represent overall)
- A study of market value and volumes over 2010–2020 for Germany, supplemented with category, brand and packaging analysis that shows the current state of the market, and how it will evolve over the next five years
- The degree of influence that the 20 key consumer trends identified have on Meat consumption volumes, with granular analysis on the extent that degree of influences varies between gender and age group
- Insight into the implications behind the data, and analysis of how the consumer needs will evolve in the short-to-medium term future
- Examples of international and Germany-specific product innovation targeting key consumer needs

Reasons to Buy

This report brings together consumer analysis and market data to provide actionable insight into the behavior of German Savory Snacks consumers. This is based on unique consumer data, developed from extensive consumption surveys and consumer group tracking, which quantifies the influence of 20 consumption motivations in the Savory Snacks sector. Category, brand, and packaging dynamics are also examined. This allows product and marketing strategies to be better aligned with the leading trends in the market.

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