Germany

The Food and Drink Market in 2007/2008

(2008 Edition)

1. Introduction

1.1 Brief Summary

The total all food and drink market* in Germany was worth Euro 247.8 billion in 2007, made up of Euro 202.4 billion in retail (81.7%) and Euro 45.4 billion (18.3%) in foodservice. This overall market grew at an average annual real 0.24% over the 2002 - 2007 period. Altogether, 1231 holding and independent companies plus key subsidiaries (having a different name) are cited in this report, together with their market shares by product (1673 cited) and brands. The Top-10 companies supplied 19.5% of the total market in Germany in 2007.

1.2 Key Country and Market Data

National Data:	2007
Population (millions):	82.49
GDP (Euro millions)	2 441.86

Food & Drink Market *	2007 Euro billions
– Food Expenditure	199.36
– Non-Alcoholic Beverages	24.02
– Alcoholic Drinks	24.41
– All Food & Drink	**247.79**

Real Annual % Growth	2006 - 2007
– Food Expenditure	2.0%
– Non-Alcoholic Beverages	1.8%
– Alcoholic Drinks	2.6%
– All Food & Drink	**2.0%**

Consumer Price Indices:

2005 = 100	2006	2007
– Food Expenditure	101.8	104.9
– Non-Alcoholic Drinks	102.8	105.2
– Alcoholic Drinks	100.8	102.6
– All Food & Drink	**101.8**	**104.7**

Germany

Sources: Map: CIA; Population and GDP: IMF; Expenditure and Growth: FFT; CPI: Eurostat; Statistics Canada, USA Dept of Labor, IMF for Mexico, complemented by FFT research and calculations.

*** Key Food & Drink Markets Definition**

Market data refer to all products sold for final human consumption in retail, foodservice and artisanal markets (own-produced for own sale), thus excluding industrial and intermediate consumption and auto-consumption. Retail and foodservice buy-in prices are applied throughout. For product market definitions, see www.fft.com.

Matching FFT Reports

(by country, company, product sector or single product)

FFT maintains an interactive, continuously updated online database covering food & drink markets in 25 countries, from which all reports, large and small, are produced. Thus:

- This report is available for all countries.
- Any product sector below is available for any choice of countries, e.g. Ready Meals in France or in Central Europe.
- Any country/company/product/data selection is possible.

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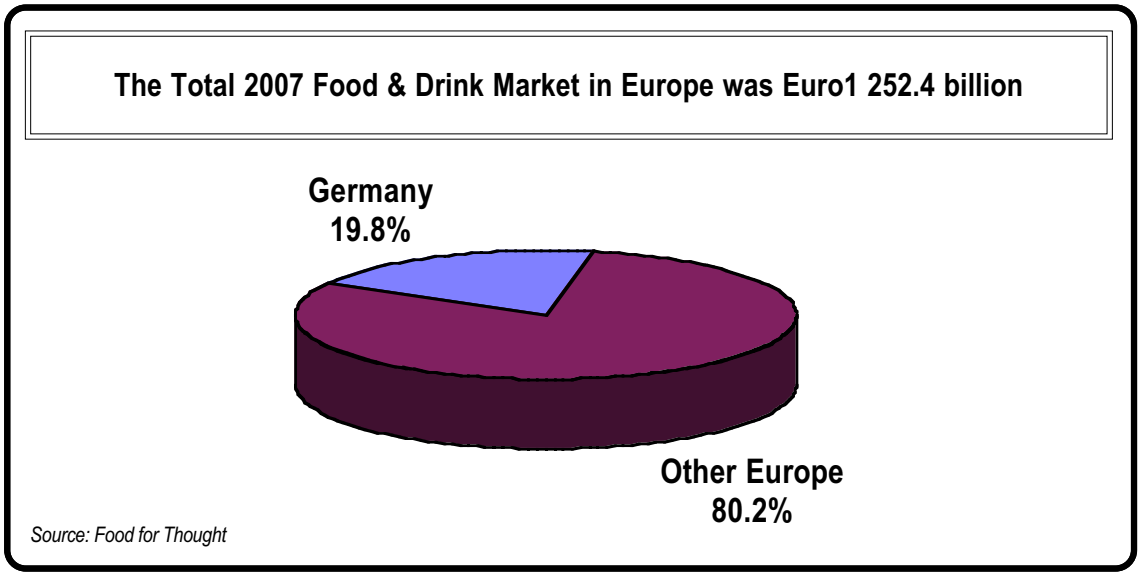
1.3 The Total Food and Drink Market in Germany

The total food and drink market in Germany in 2007 was Euro 247.8 billion.

In Europe, Germany had a 19.8% share of the market for a 16.6% share of the population

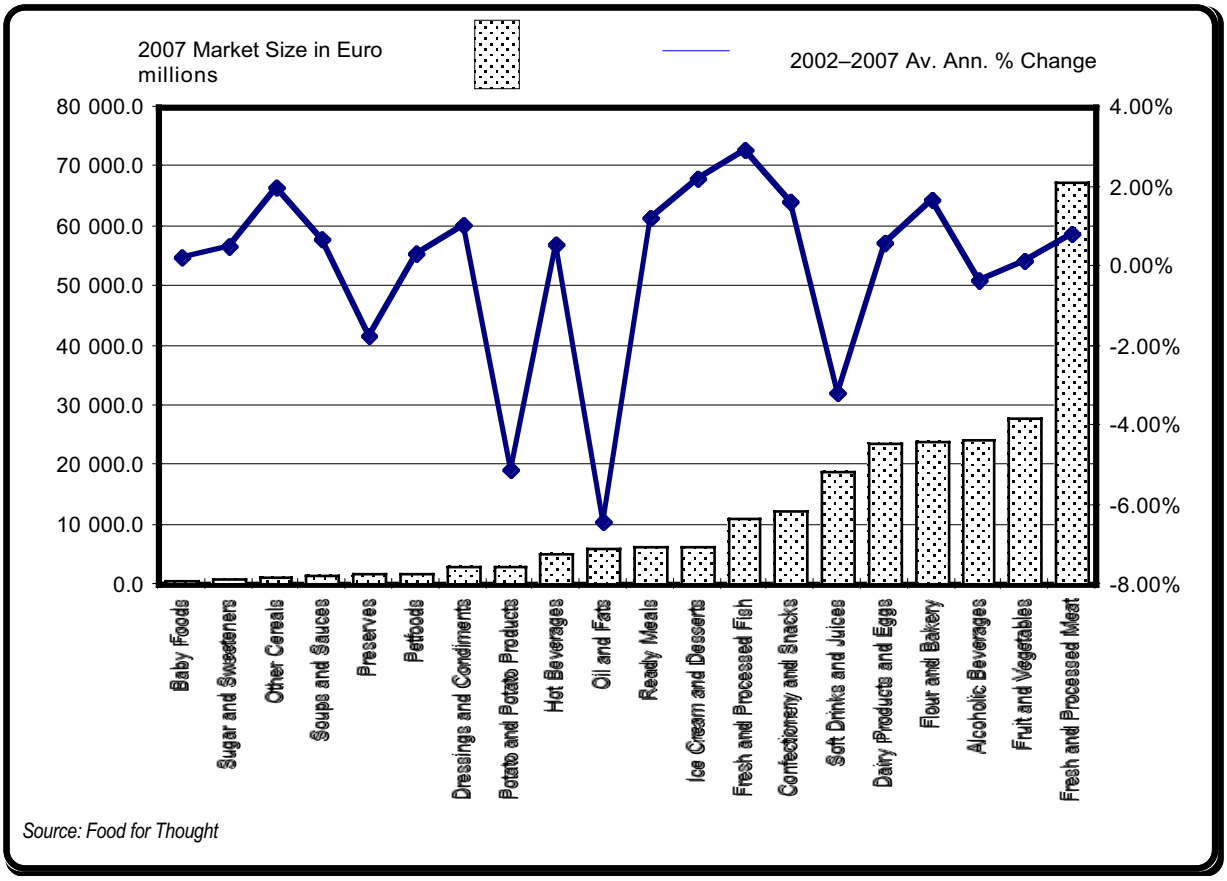


* See full "Key Definition" of Food & Drink Markets covered in box bottom of next page.

\# Altogether 22 country markets are covered, including all the 27 European Community (EC) members (excepting only the 3 Baltic states and Slovenia, Malta and Cyprus), plus non-members Norway and Switzerland. Belgium and Luxembourg are treated as a single entity.

1.4 Market Size and Growth by Product Group

Altogether 114 products markets are covered in this report, distributed among 20 product groups (see graph for market size and growth). These are analysed in detail in this Executive Summary.



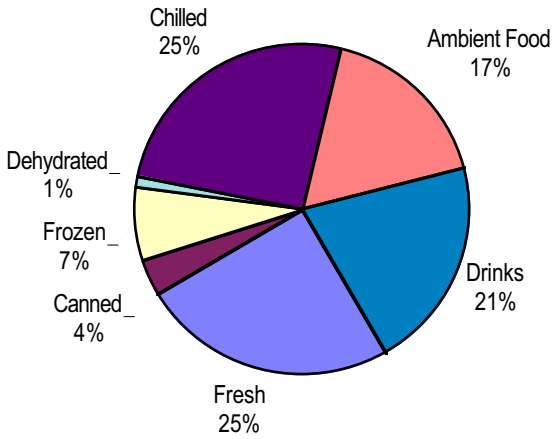
1.5 Market Size by Process

The 114 food and drink product markets covered in this report can be grouped into seven sectors by process: Ambient, Fresh, Canned, Chilled, Frozen, Dehydrated and Drinks. Clearly Fresh Products, with 25% of the all food & drink market by value, tends to distort the picture for packaged products. These process sectors are analysed in detail below.

The Seven Food & Drink Product Sectors by Process in Germany in 2007 *

Fresh Products account for 24.6% of the total market.

The Seven Product Sectors by Process in Germany in 2007



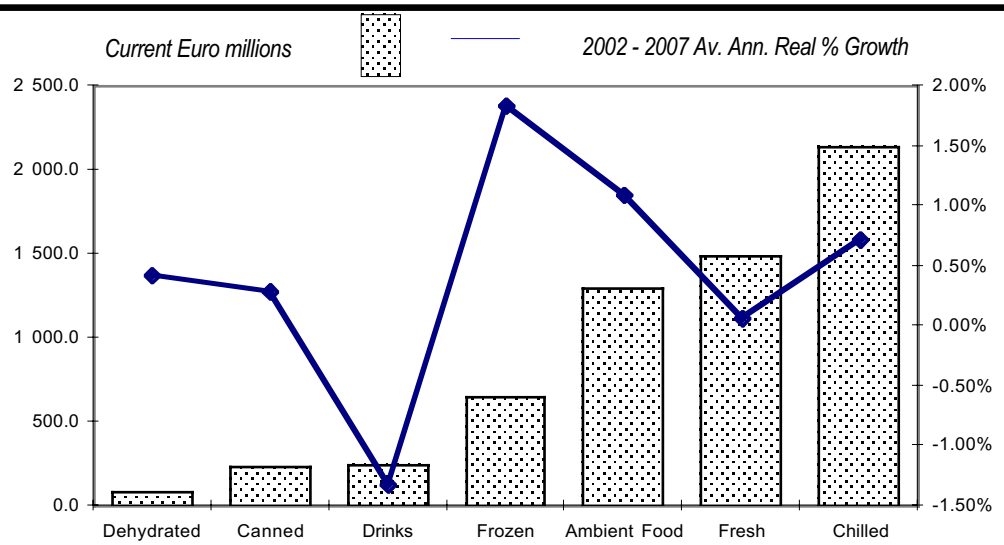
The Total All Food & Drink Market in GERMANY in 2007 was Euros 247.8 billion.

Source: Food for Thought

1.6 Market Growth by Process

Chilled Products were the fastest growing sector over the 2002 - 2007 period, increasing by Euro 2134 million per year, or a real average annual 0.71% during the five-year period. Frozen products however achieved a higher average annual percent growth rate of 1.83%.

Product Markets by Process: 2002 - 2007 Market Growth by Value



Source: Food for Thought

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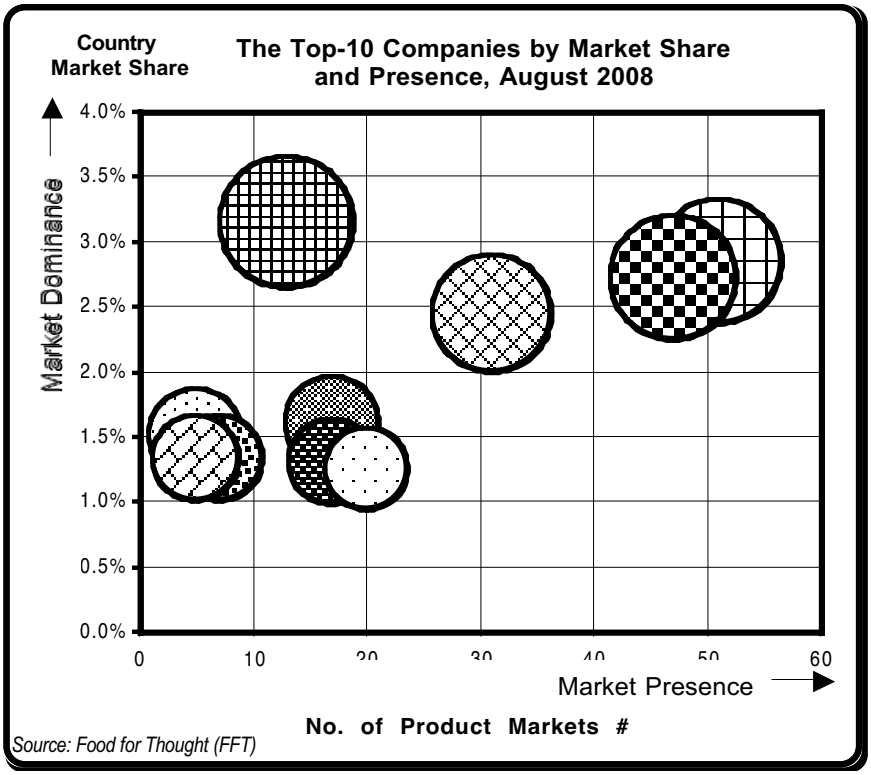
1.7 The Top-10 Companies in August 2008

A total 807 holding and/or independent companies are identified in this report, plus another 424 key subsidiaries with a different name, or 1231 companies altogether.

The Top-10 Companies account for 19.5% of the All Food & Drink Market



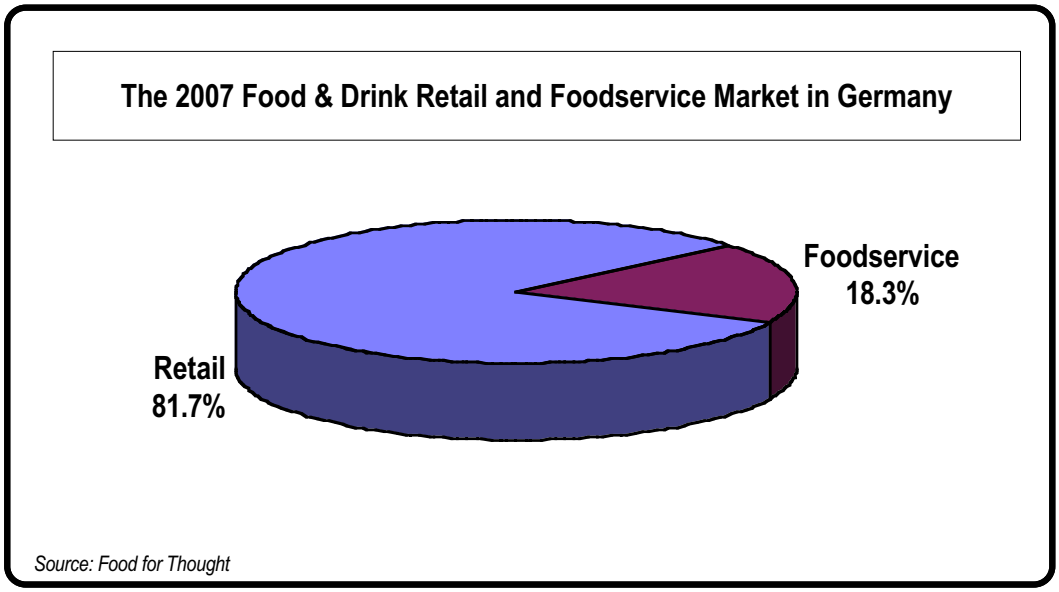
The Top-10 Players in Germany

by Market Share & No. Mkt Shares

	No. Mkt Shares
1. Vion 3.1%	13
2. Nestlé 2.8%	51
3. Unilever 2.7%	47
4. Oetker 2.4%	31
5. Heristo 1.6%	17
6. Barilla 1.5%	5
7. Danish Crown 1.3%	7
8. Coca–Cola 1.3%	5
9. Mars 1.3%	17
10. Kraft Foods 1.2%	20

114 Single Product Markets are covered in this survey and chart (the other 32 products being Product Groups grouping the above Single Products into 20 individual Product Groups.

1.8 The Total Retail & Foodservice Markets

The total retail market was Euro 202.4 billion and foodservice Euro 45.4 billion in 2007.

The 2007 Food & Drink Retail and Foodservice Market in Germany