



Eggs in Germany

January 2026

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Eggs in Germany - Category analysis

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2025 DEVELOPMENTS

Organic and free-range drive next phase for eggs

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Growing preference for ethical and sustainable production

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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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