



Euromonitor
International

Sugar and Sweeteners in Germany

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Sugar and Sweeteners in Germany - Category analysis

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2025 DEVELOPMENTS

Reformulation and moderation kept sugar and sweeteners near flat in 2025

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Health-conscious consumption reduces sugar intake

Value-oriented purchasing and rise of private label

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Foodservice revival reshapes fresh food demand in 2025

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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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