

The German food and drink industries:

Facts and figures 2019

Economic data of the food and drink industries 2019



“We ensure economical wealth and stability.”

	2019	2018
Total turnover*	185.3 bn.€ (±3.2%)	179.6 bn.€ (±0.0%)
Domestic turnover	123.1 bn.€ (+2.5%)	120.1 bn.€ (+0.5%)
Exports**	62.2 bn.€ (+4.5%)	59.5 bn.€ (-1.0%)
(EU)	48.0 bn.€ (+2.8%)	46.7 bn.€ (-1.3%)
(Extra-EU)	14.2 bn.€ (+10,9%)	12.8 bn.€ (-0,2%)
Real sales trend	+1,2 %	-0,1%
Shares of exports in total turnover	33,6%	33,0%
Companies	6,123 (+0,1%)	6,119 (+1.2%)
Employees	618,721 (+1.7%)	608,553 (+2.2%)
Consumer prices (total)	+1.4%	+1.8%
thereof food and beverages (non-alcoholic)	+1,1%	+2.3%
Producer prices of the food and drink industry		
Domestic	+1.8%	+0.8%
Export	+2.2%	-1.2%

Sources: Federal Statistical Office, BVE; ANG

*Changes compared to previous
year in brackets

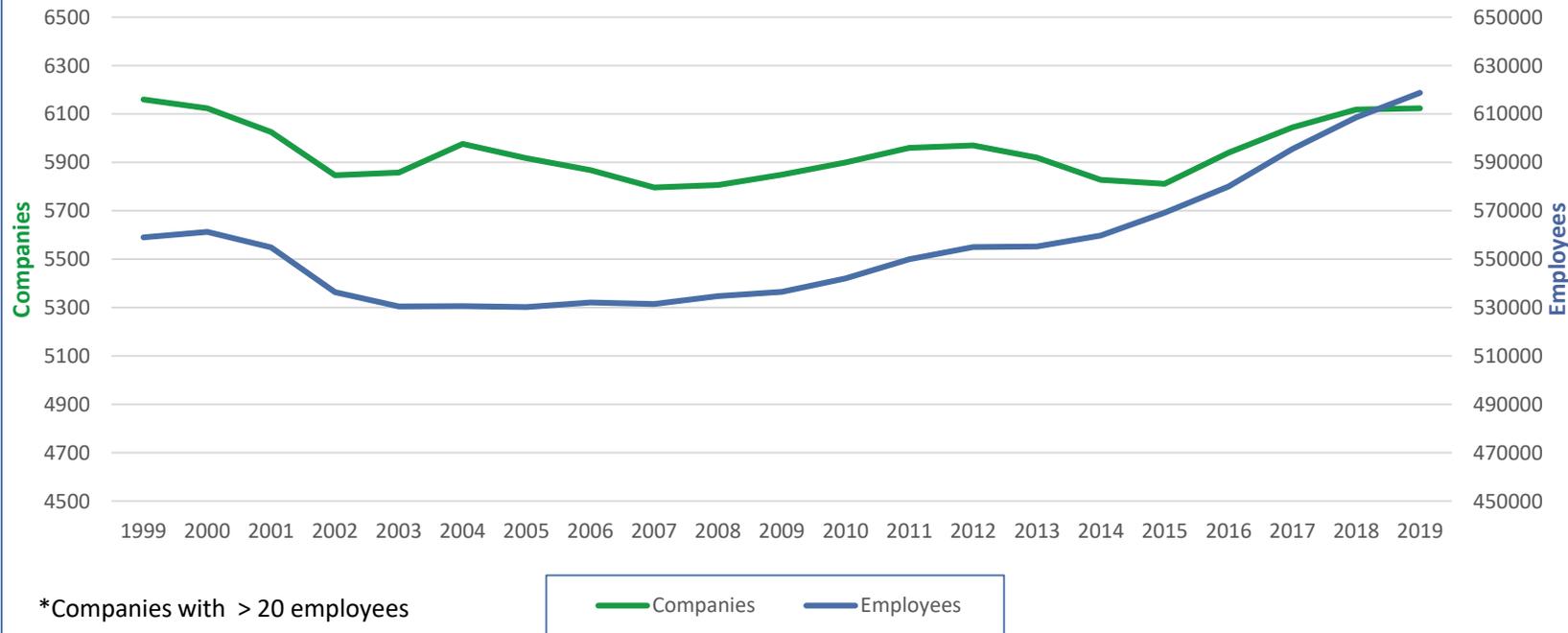
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Employment security

„We provide secure employment all over Germany.“



Companies* and employees in the German food and drink industries
1999- 2019

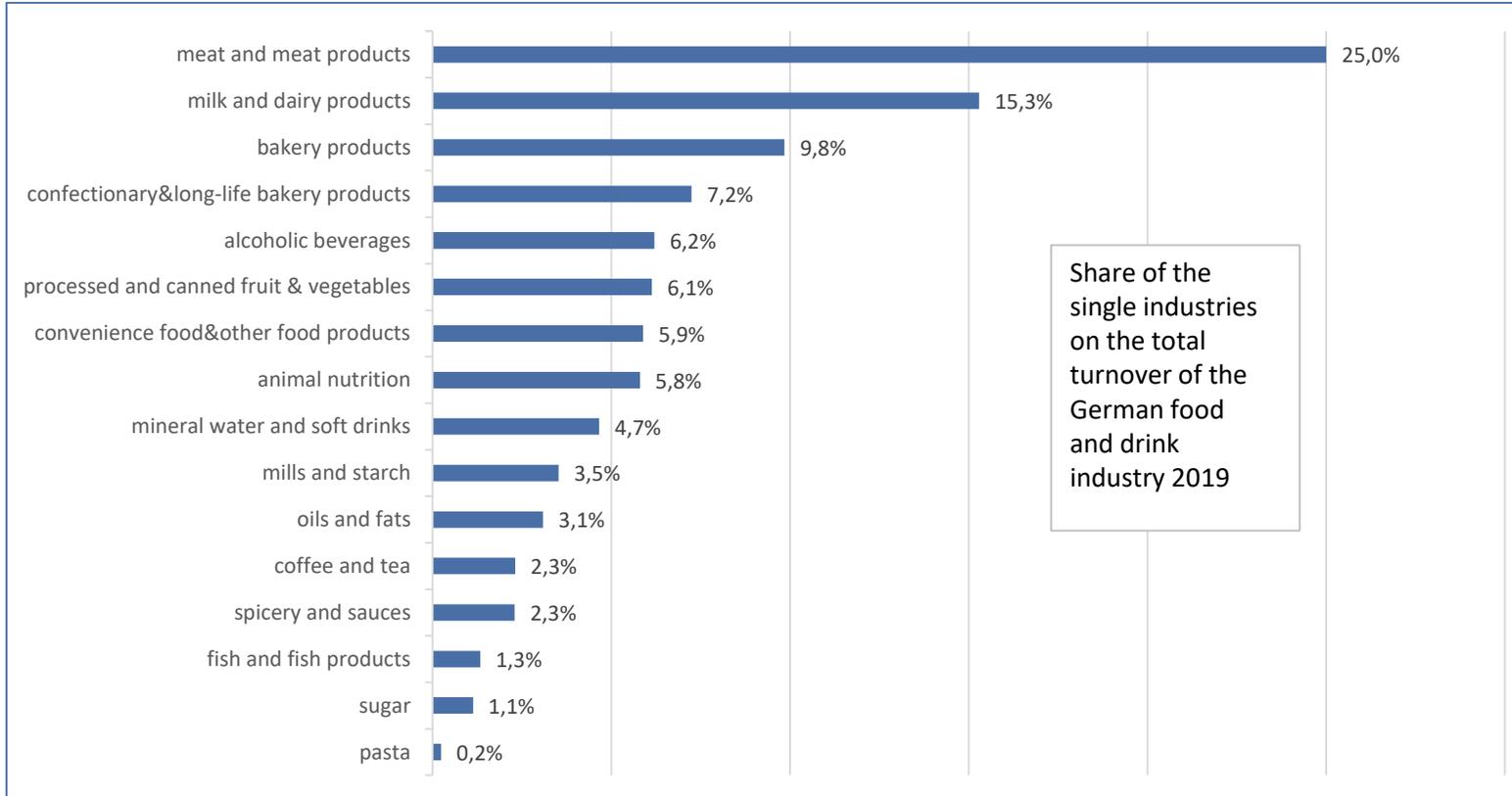


In 2019 the German food and drink industries employed 618.721 people in 6.123 companies.

The industry - mainly characterized by small and medium sized enterprises - counts to the 4 largest industries in Germany and offers a big variety of employment possibilities.

Big industry variety

“We offer customers a large variety for a healthy nutrition.”



The industry branches with the highest level on turnover are the meat and meat processing industry, the milk industry, the confectionary and bakery industry, as well as the production of alcoholic beverages.

Sources: Federal Statistical Office, BVE

The German food and drink industry holds steady

„The business climate often underlies seasonal fluctuations, in the long-run the industry remains stable.“



Trend of the business climate in the food and drink industry
2015=100



— Business climate of the food and drink industry as by turnover-shares weighted average of the food and drink processing industries; seasonally adjusted; 2015=100
— Trend

Business cycle and seasonal fluctuations, volatile commodity prices, impacts of political regulation or crises in the food-supply-chain cause the short-run up- and downturns of the business climate in the food and drink industry

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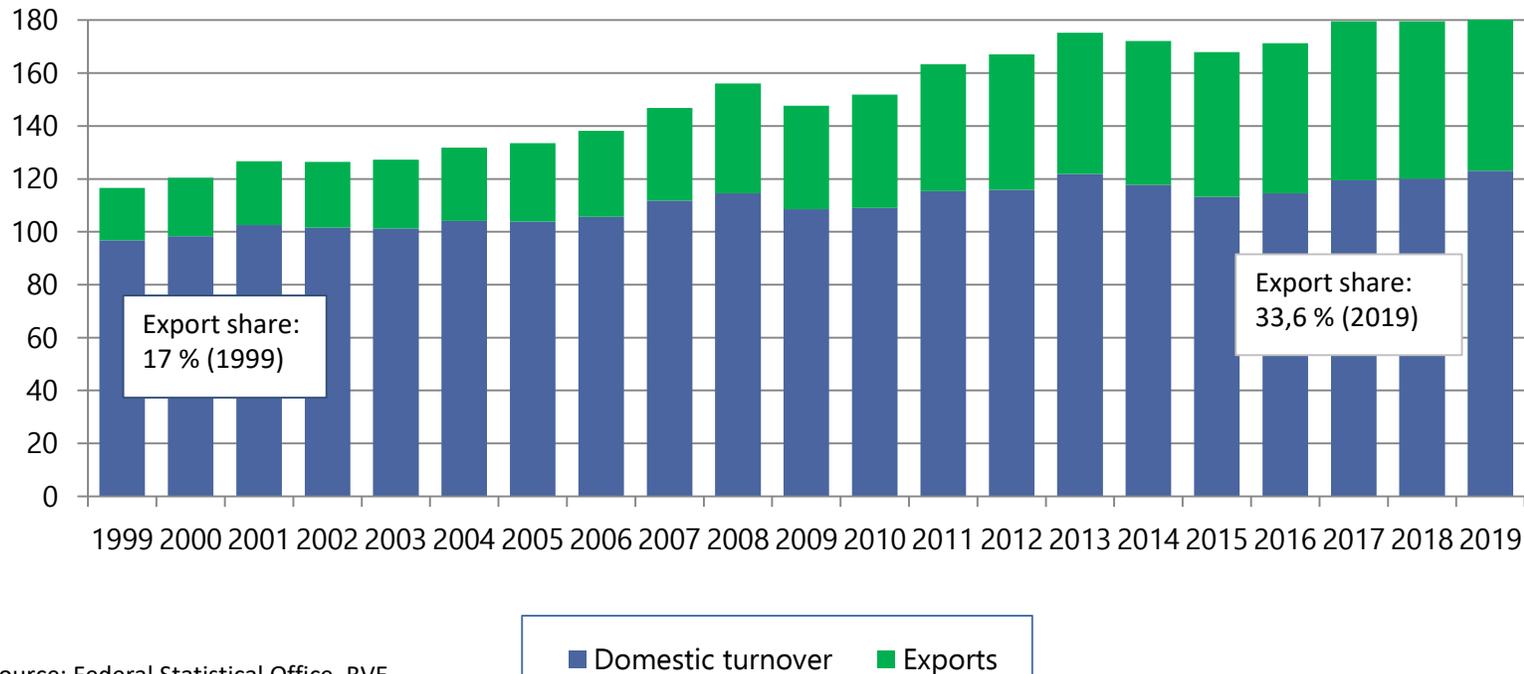
in the long-run the industry remains stable.

Industry growth is based on exports

*„We provide more than 100 Mio. people daily with the
,means to live‘.“*



Exports and domestic turnover of the food and drink industry
in bn.€



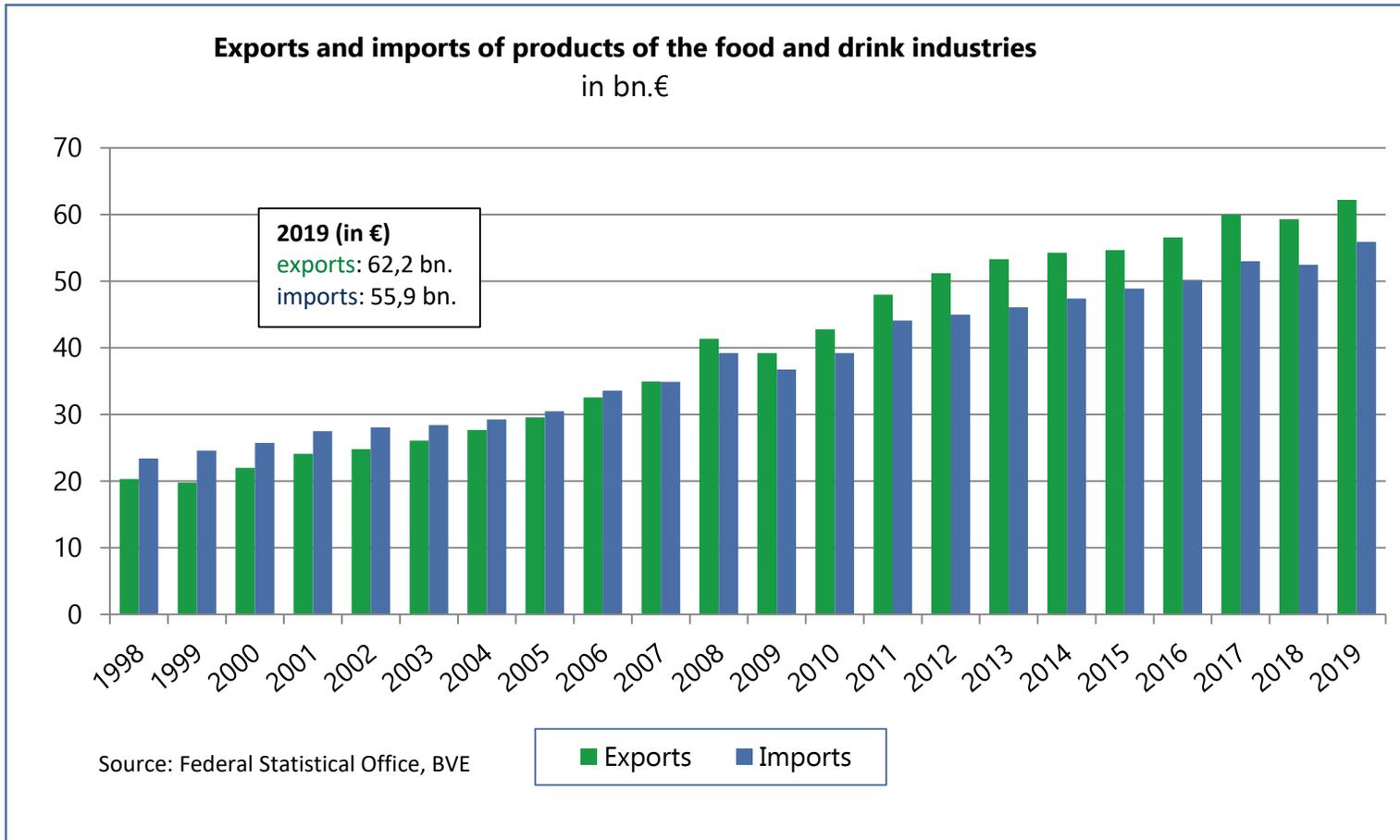
Source: Federal Statistical Office, BVE

2019 the German food and drink industry generated a total turnover of 185.3 bn. Euro – thereof 123.1 bn. Euro on the domestic market and 62.2 bn. Euro on foreign markets.

Exports are a main pillar for the industry – every third Euro is earned abroad. German food quality is in great demand on the global market.

Positive foreign trade balance

„The international markets want to deal with us.“



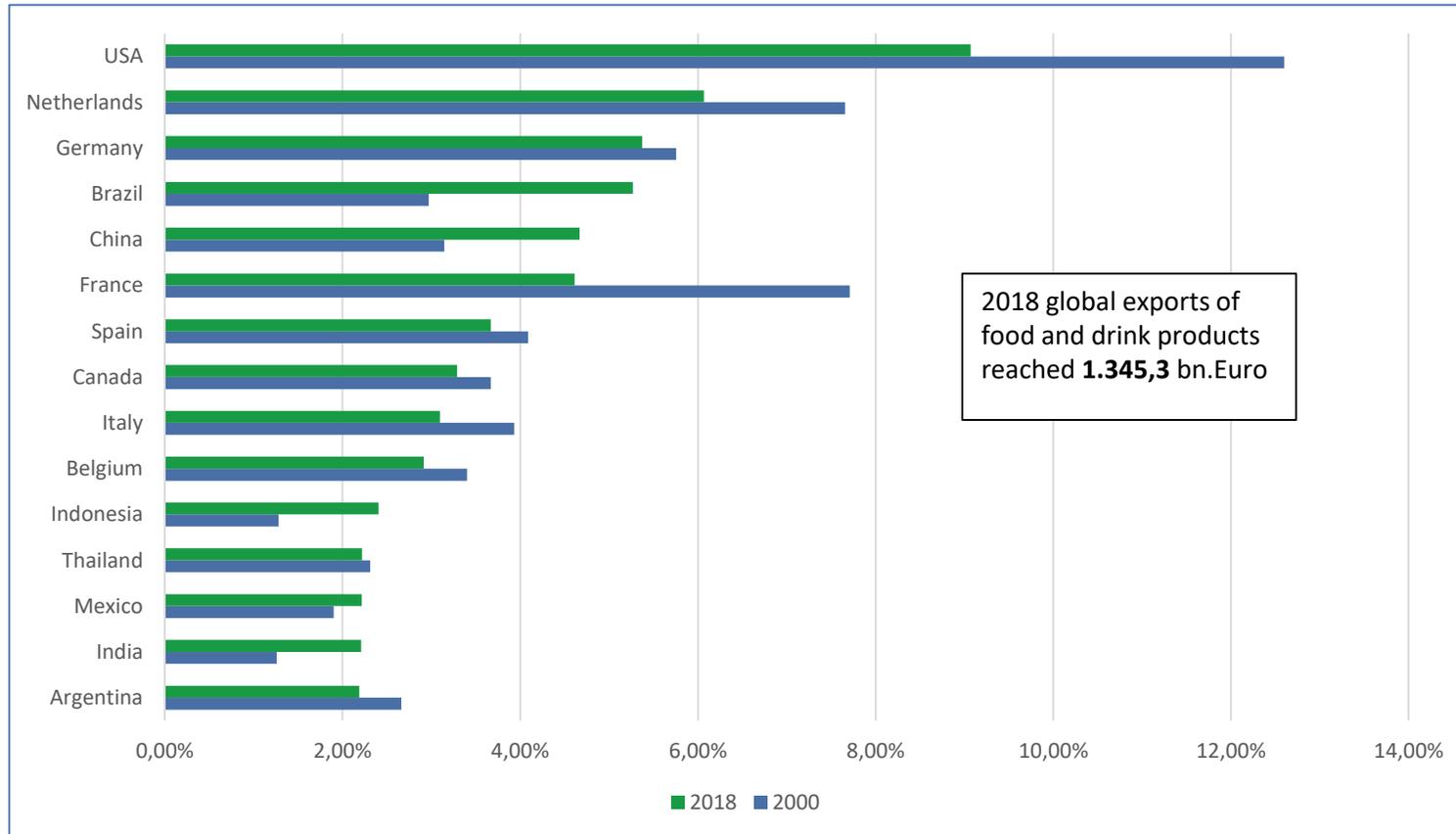
The exports of the German food and drink industry more than doubled since 1999, they increased by 214%.

German confectionary, meat and milk products are in great demand.

Imports increased in the same period by 127%.

Export nation Germany

„Germany is the third largest exporting nation for food and drink products on the global market.“



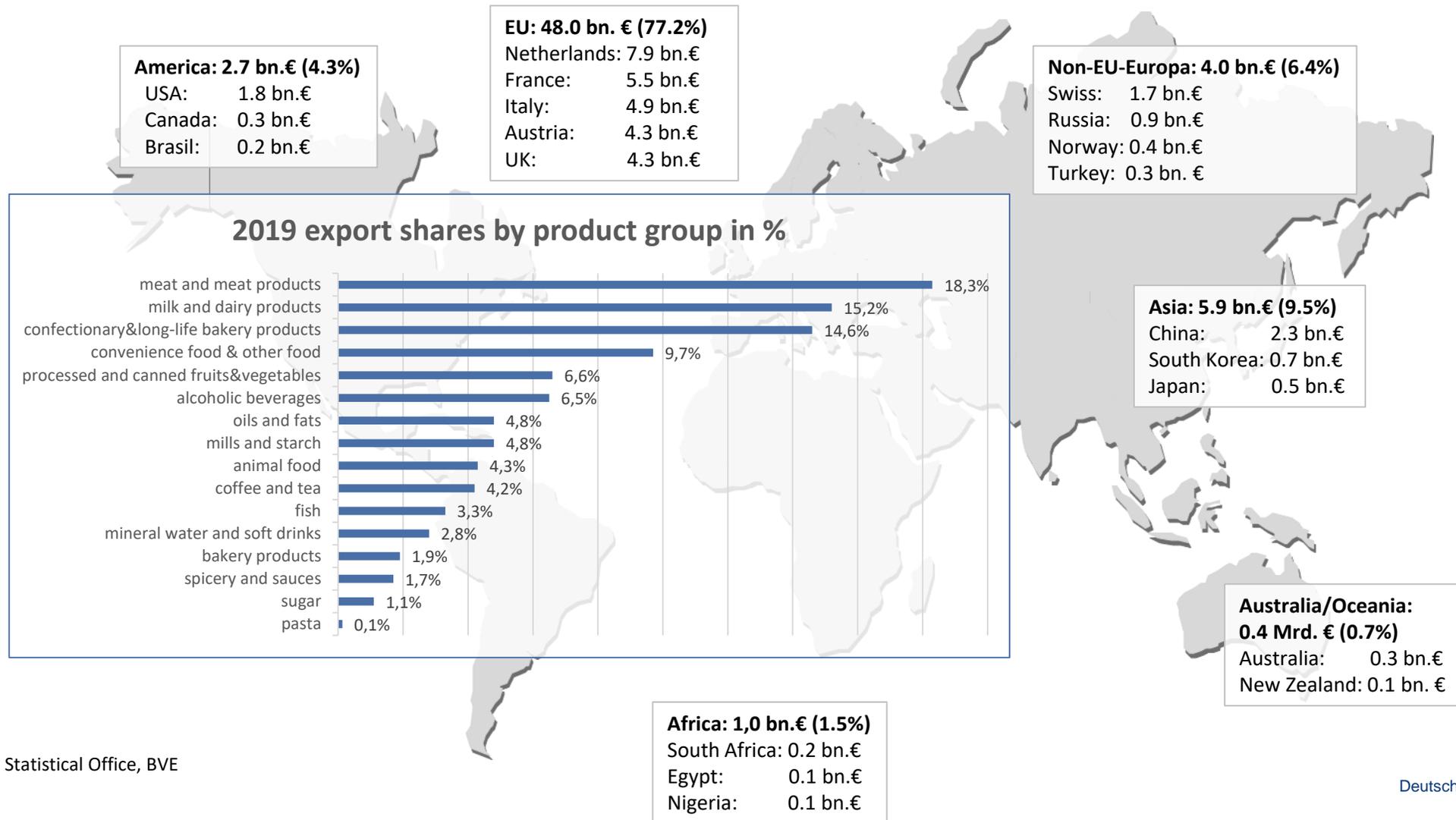
2018 global exports of food and drink products reached 1.345.3 bn. Euro.

Germany is – with an export share of nearly 5,4% - the third largest exporting nation for food and drink products on the global market.

Sources: WTO, BVE

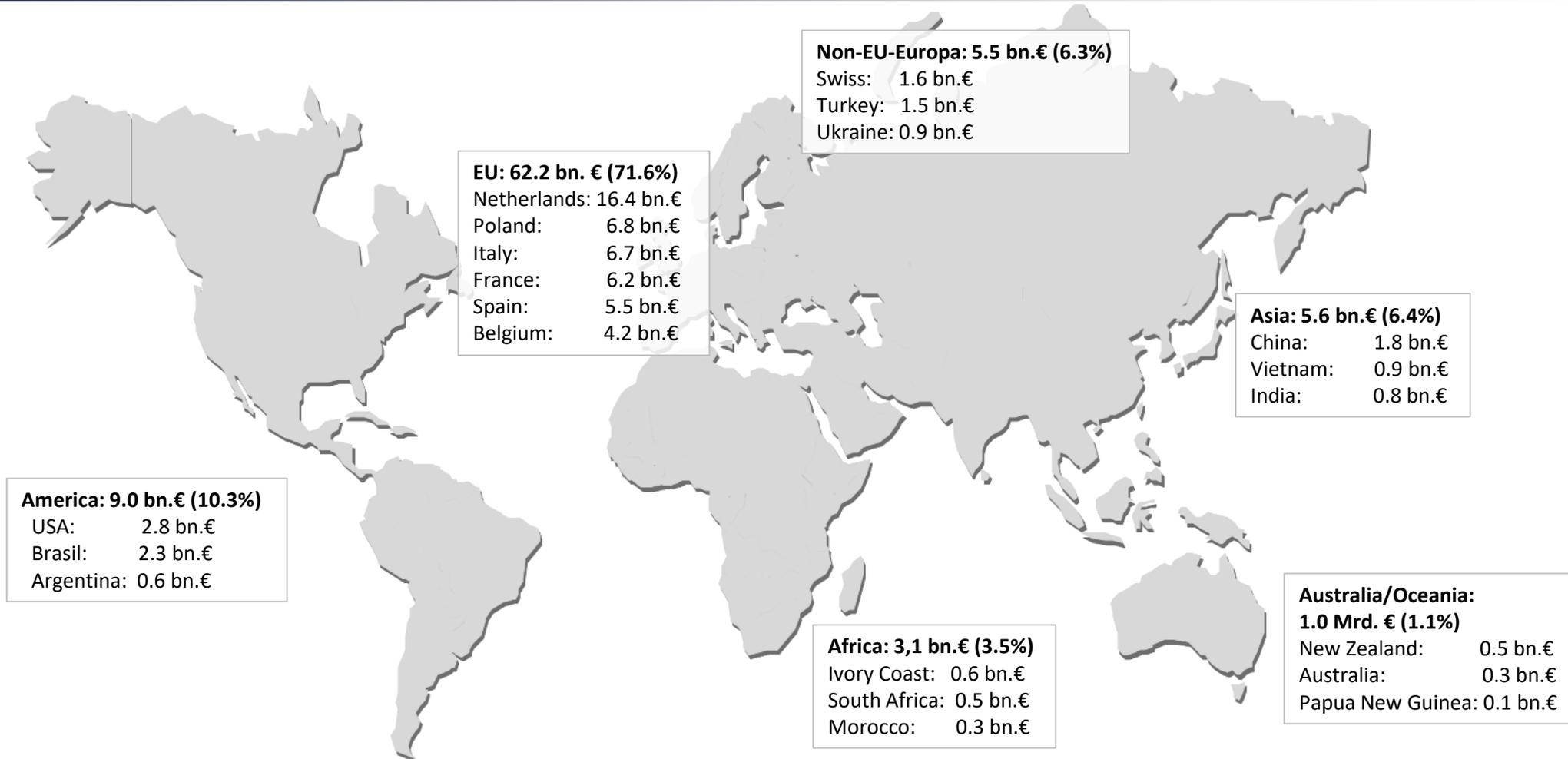
Exports of the German food & drink industries

Food & drink exports 2019: 62.2 bn. €



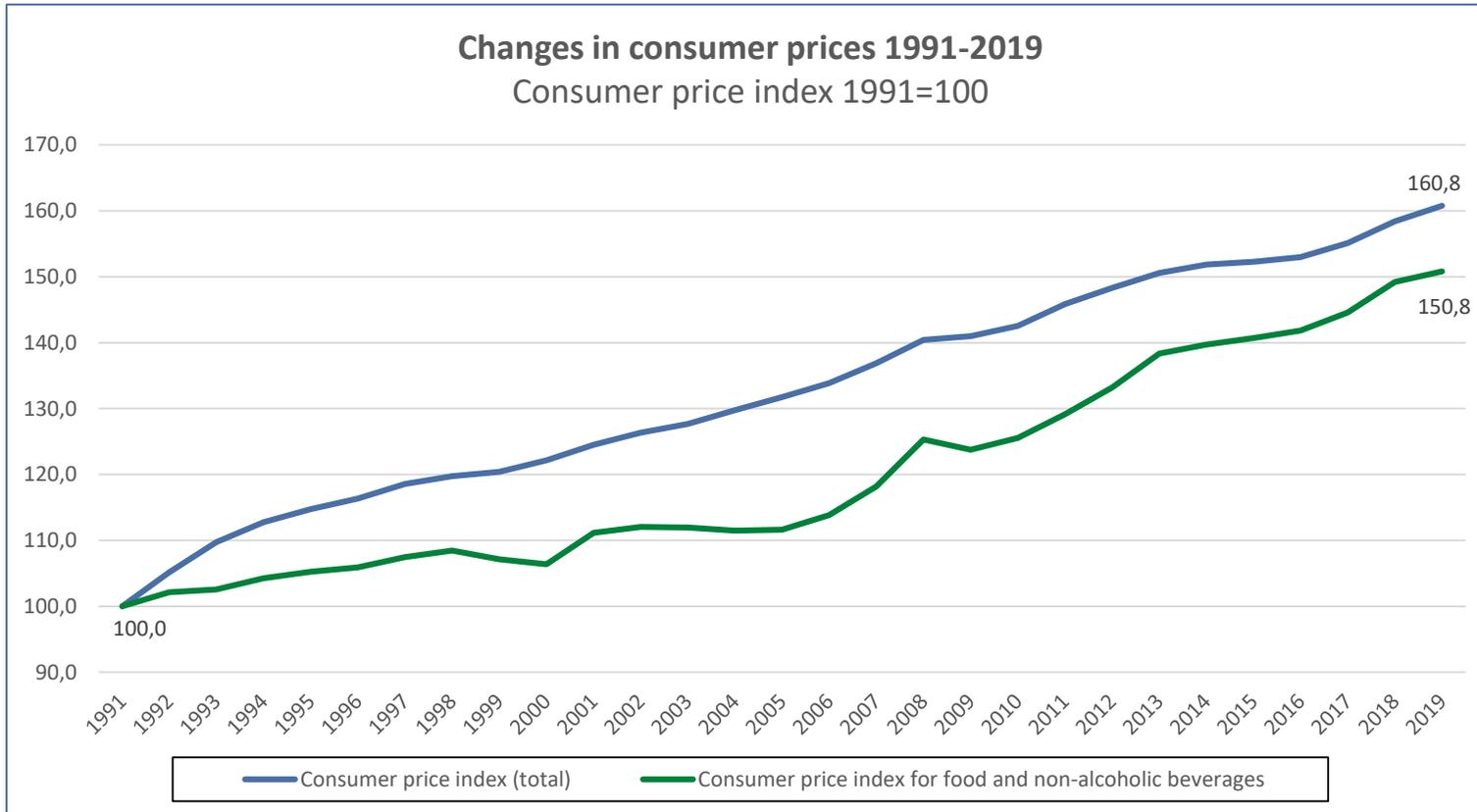
The most important import markets 2019

Total imports: 86,9 bn. €



Consumer prices

„Price increase for food and drinks remains below the overall rise in prices.“

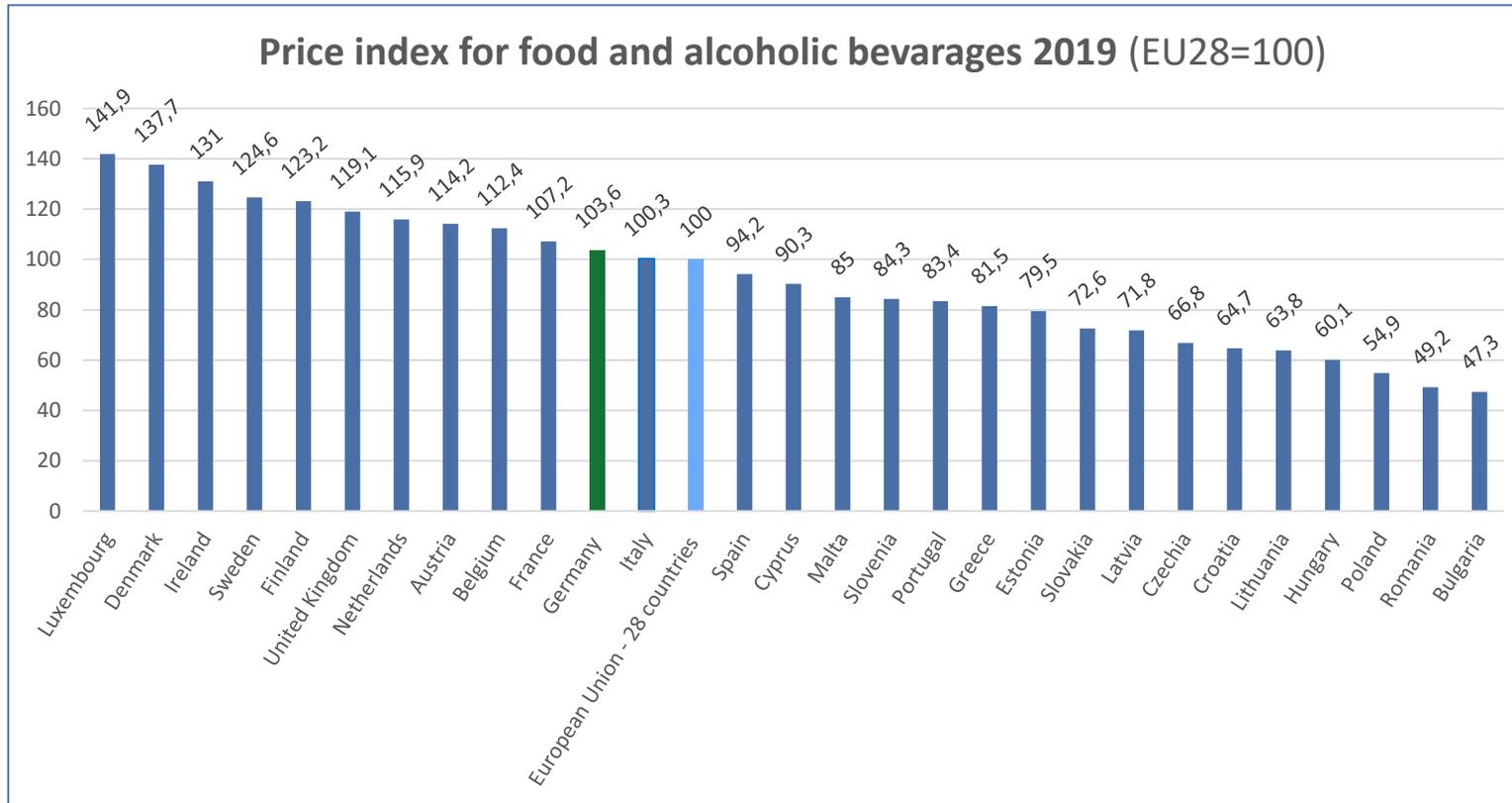


Consumer prices increased more since 2005 but in the long run the price increase for food and drinks remains below the overall rise in prices.

The Germans spend only a small percentage of their income on food. Despite higher income levels, the German food price level is only slightly above the EU average.

Price level of food and drinks in Germany

„Quality for all income prices.“



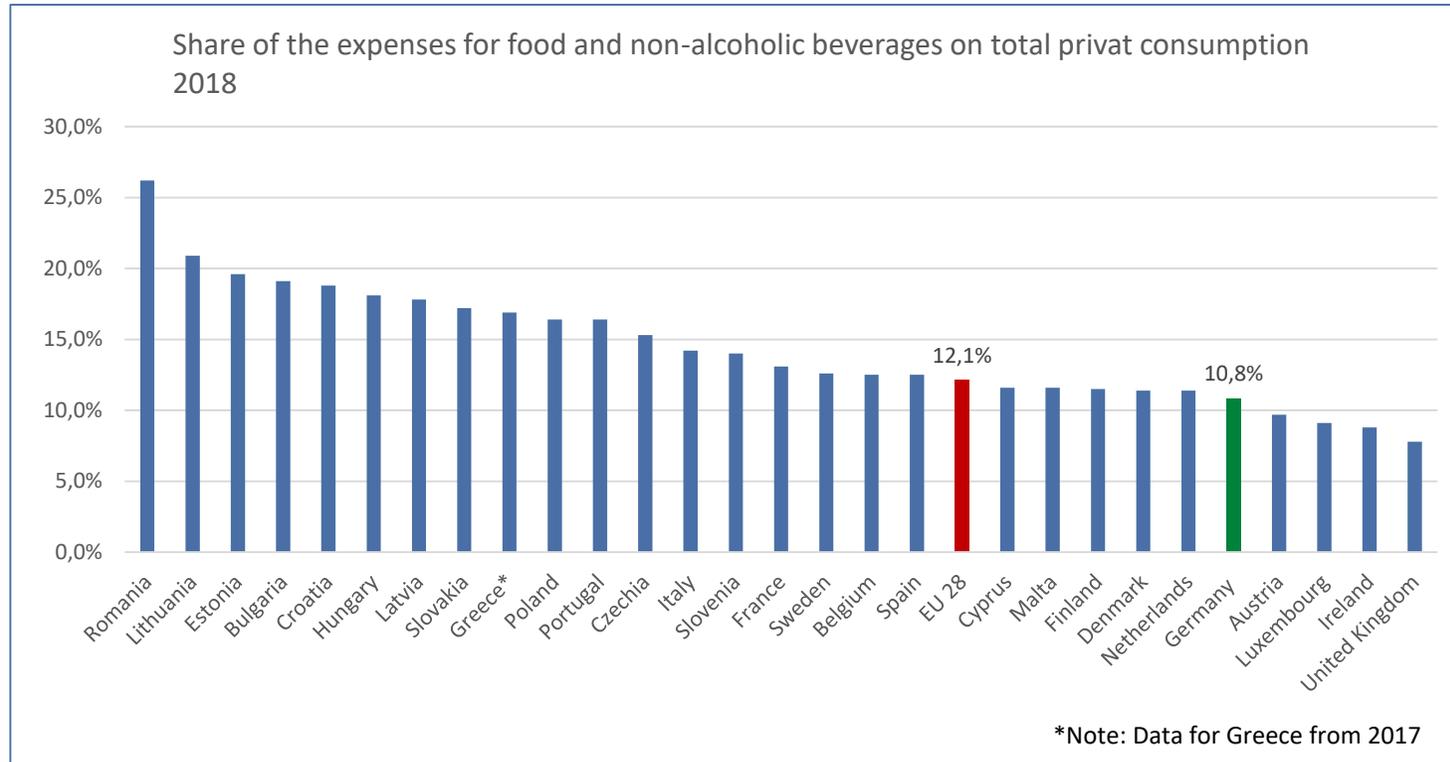
In comparison to the countries of the European Union the price index for food and alcoholic beverages is for Germany in the middle.

The price index for Germany is slightly above the reference value of the EU-28 nations.

Source: Eurostat

Expenses on consumption on a low level

„Spending on food and drinks afflict German private households less.“

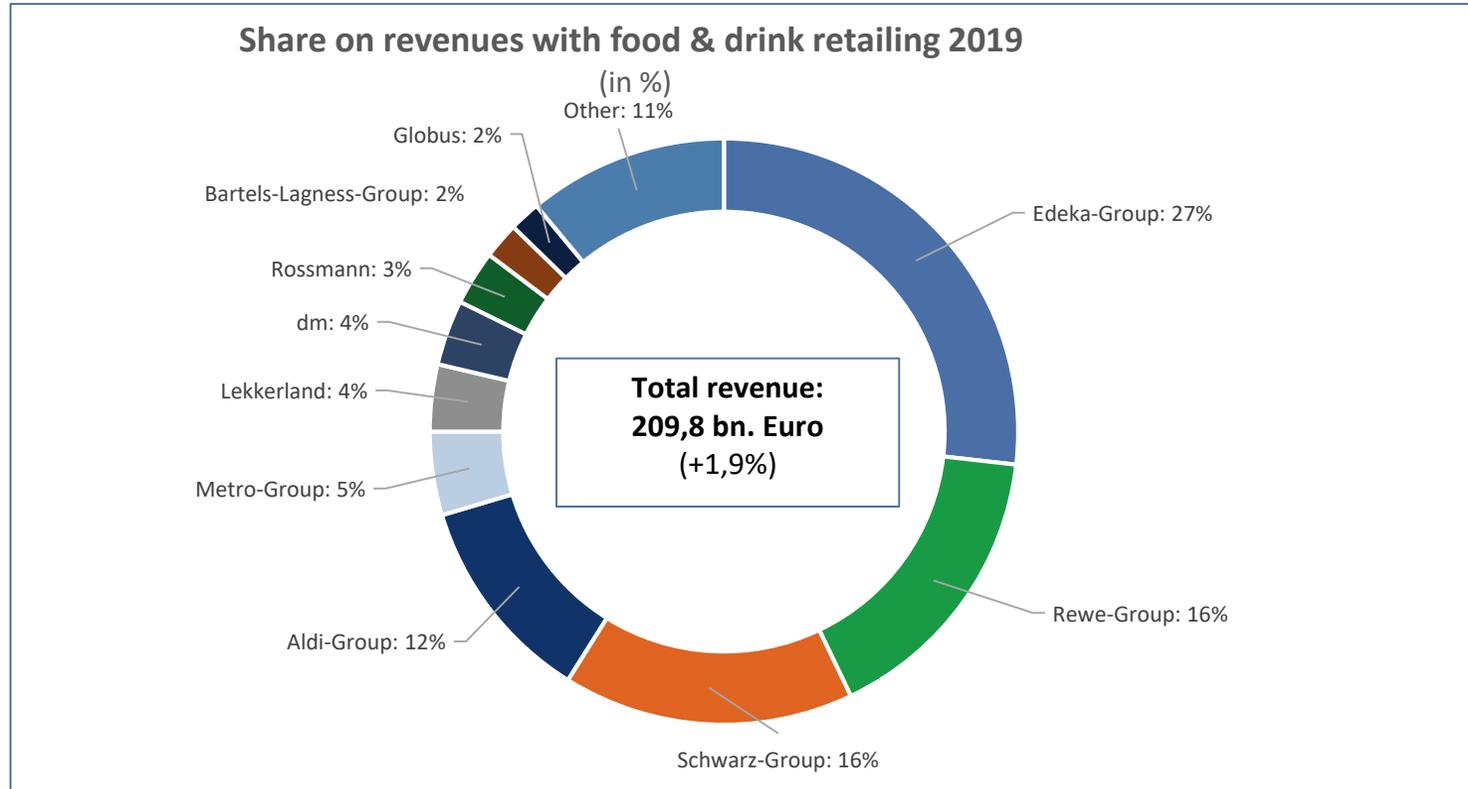


Compared to the other EU-members Germans spend little for food and drinks. 2018 only 10.8% of total private consumption fell upon food and non-alcoholic beverages. A single-person household spends on average 212 € per month, a 4-persons-household 584 € for food, drinks and tobacco.

Sources: Eurostat, Federal Statistical Office, BVE

Revenues of the food retailers

„Food retailers are an important distribution partner of the food and drink industry.“



Source: Nielsen TradeDimensions

Food-retailing - followed by the food service sector and exports - is the most important distribution channel for the food and drink industry.

The Top-5 food retailers combine about 75% of total revenues.

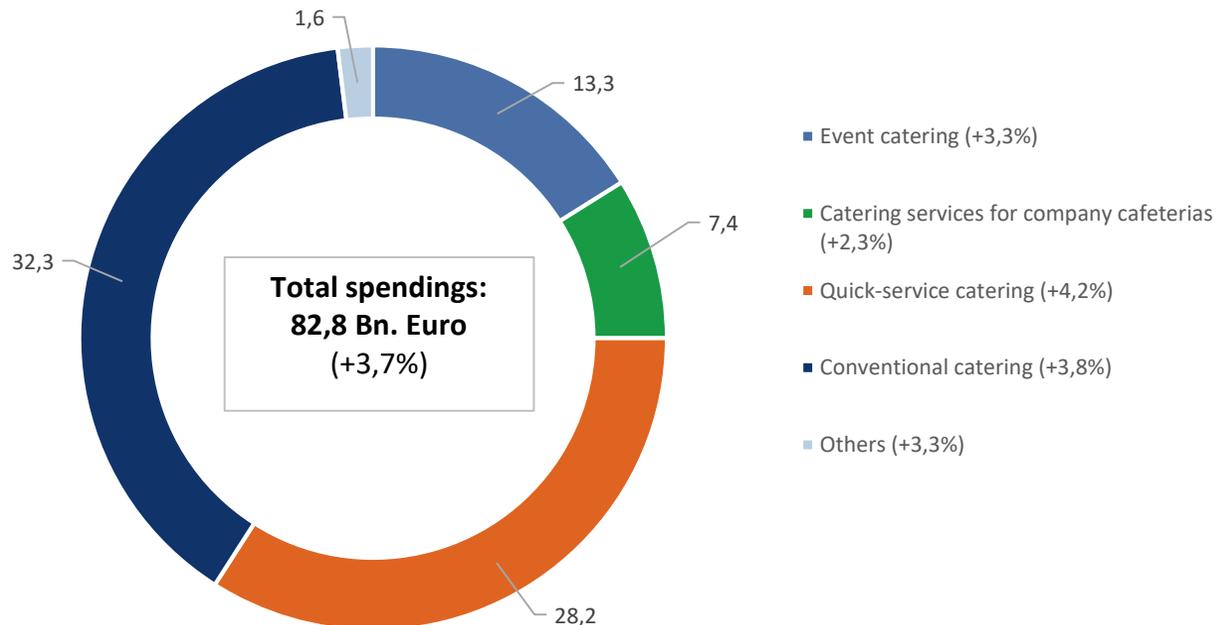
Trend to eat „out of home“

„The „out-of-home“ consumption of food offers promising distribution possibilities to the food and drink industry.“



Consumer spendings in the food-service sector 2019

(in bn. euro, changes compared to 2018 in brackets)



Eating „out-of-home“ has become an important trend due to the increase of individuality and mobility in the modern society.

2019 consumers spent about 82.8 bn.€ on the „out-of-home“ consumption of food and drinks – 3,7 % more than in the previous year.

Source: CREST Verbraucherpanel,
npdgroup deutschland GmbH

Questions? Please feel free to ask us!



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