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Prepared By: Jessica Loeser, Karuna Taylor

Approved By: Matthew Snyder

Report Highlights:

Germany, with over 84 million wealthy consumers, is the third largest importer of consumer-oriented agricultural products. In 2024, grocery retail sales reached approximately USD 293 billion, with imports of consumer-oriented agricultural products rising sharply by 33 percent to USD 91.9 billion. The retail market is highly competitive, price-sensitive, and consolidated, but also features a significant segment of consumers willing to pay premium prices for quality and value. Rising inflation and energy costs have increased food prices, leading many consumers to be more strategic in their purchases. Private label products have profited from the recent economic slowdown. They hold a market share of 36.2 percent in 2024. Key trends include growth in e-commerce grocery delivery, demand for convenience foods, health-conscious and ethical purchasing, increased importance of product labeling, and a rise in quality meat consumption and decline in vegan diets.

Market Fact Sheet: Germany

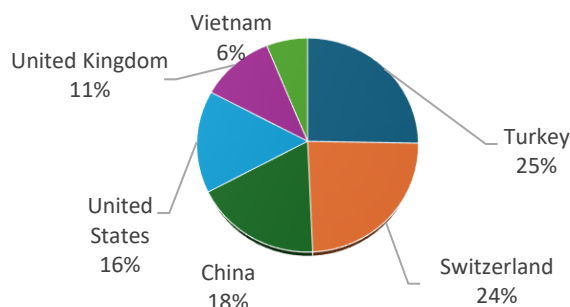
Executive Summary:

Germany is the biggest market for food and beverages in the European Union (EU) with more than 84 million high income consumers. In 2024, Germany's nominal GDP reached USD 4.7 trillion, making it the 3rd largest economy in the world and the largest, most influential economy in the EU. It is also the third largest importer of agricultural and related products. In 2024, agricultural imports reached USD 146 billion. While about 80 percent of these imports originated from other EU member states, the United States was the second largest supplier outside the bloc after Brazil. Imports of agricultural and related products from the United States totaled USD 2.7 billion in 2024. The macroeconomic situation and key data about the German economy can be found in the latest [Exporter Guide](#).

Imports of Consumer-Oriented Agricultural Products:

In 2024, Germany imported USD 92 billion worth of consumer-oriented agricultural products. The majority (86 percent) of these originated from other EU member states.

Top Non-EU Exporting Countries to Germany (USD 7.0 billion, 2024)



Food Retail Industry:

Germany's food retail sales reached USD 293.1 billion in 2024; an 8.2 percent increase compared to the previous year. The three largest retailers, the Edeka Group, the REWE Group and the Schwarz Group, represent 65.9 percent of retail revenues.

Food Service Industry:

Germany's food service sector is large and highly fragmented but can be divided into commercial (hotels, restaurants, fast food, and take-away outlets, bars, coffee shops etc.) and institutional (hospitals, universities, nursing homes, and cafeterias) food service markets. Sales increased by 2.4 percent, reaching USD 93.7 billion in 2024. The growth forecast for 2025 is projected to increase slightly, driven by a rise out of home consumption patterns over the past year.

Quick Facts CY 2024

Imports of Consumer-Oriented Products:

USD 92 billion (1.1 billion from the U.S.)

List of Top 10 U.S. Growth Products in Germany

- | | |
|----------------------|-------------------------------|
| 1) Tree Nuts | 2) Distilled Spirits |
| 3) Essential Oils | 4) Wine |
| 5) Food Preparations | 6) Condiments & Sauces |
| 7) Dairy Products | 8) Bakery Goods |
| 9) Peanuts | 10) Fish and Seafood Products |

Food Industry by Channels (U.S. billion)

Retail Food Industry	\$ 293.1
Food Service-HRI	\$ 93.7
Food Processing	\$ 251.9
Food and Agriculture Exports	\$ 90.9

Top 10 Host Country Retailers (by sales)

1) Edeka/Netto	6) Rossmann
2) Rewe/Penny	7) Norma
3) Schwarz Gruppe (Lidl/ Kaufland)	8) Metro
4) Aldi North/South	9) Globus
5) dm	10) Bartels-Langness-Gruppe

GDP/Population

Population (millions): 84
GDP (trillions USD): \$4.7
GDP per capita (USD): \$55,800

Strengths/Weaknesses/Opportunities/Threats

Strengths	Weaknesses
Germany is the largest market in Europe with a high-income customer base	U.S. exporters face competition from tariff-free products from other EU member states and FTA partners
Opportunities	Threats
Germany has a large, well-developed food processing industry that requires a wide range of ingredients; from low-value, unprocessed foods to high-value, highly processed ingredients.	Non-tariff barriers such as phytosanitary restrictions and traceability requirements can make exporting to Germany complicated.

Sources: Trade Data Monitor (TDM), World Bank, Lebensmittel Praxis, Federation of German Food and Drink Industries (BVE), Exchange rate: USD 1.00 = EUR 0.9238

Section 1: Market Summary

Germany has more than 84 million of the world's wealthiest consumers. This makes it the third largest importer of consumer-oriented agricultural products worldwide, and by far the most important European market for foreign producers. Germany is a net importer of all major categories of food products. In 2024, grocery retail sales reached an estimated [USD 293.1 billion](#) (EUR 252.2 billion); an 8.2 percent increase compared to the previous year. Imports of agricultural and related products increased 1.9 percent from USD 139 billion in 2023 to USD 145.6 billion in 2024. Imports of consumer-oriented agricultural products totaled USD 91.9 billion in 2024, a 33 percent increase from USD 69 billion in 2023. Almost half of the German retail market consists of private label products.

The retail market's key characteristics are consolidation, market saturation, strong competition, and low prices. Germany is an attractive and cost-efficient location in the center of the EU with well-developed transportation networks to neighboring countries. While many consumers are very price sensitive, the market has many wealthy consumers who make purchasing decisions based on value-for-money. These consumers are looking for premium quality products and are willing to pay a higher price. In 2023, German citizens spent only [14.2 percent](#) of their income on food and beverage products.

Whereas Germans could rely on relatively inexpensive groceries in the past, the war in Ukraine raised prices for energy, feed, and fertilizer. Inflation reached double-digit numbers with increasing food prices being one of the main drivers alongside rising energy costs. Inflation in 2024 was at [2 percent](#) and is estimated at 2 percent again in 2025 alongside 0.4 percent economic growth.

Food prices declined noticeably in 2023 but were still 6.4 percent higher year-on-year. In 2024, food prices rose about [2 percent](#). Prices for dairy products, fats and oils, as well as beef had the highest increase while prices for potatoes and poultry declined. Many German consumers have cut back spending on higher-cost foods such as organic, fair trade, regional products and meat substitutes, but also on essential products – leading to a more strategic and intentional purchasing behavior.

Key market drivers and consumption trends

- On-demand grocery delivery platforms are growing the e-commerce market in Germany's major cities, offering food at prices that strongly compete with those of traditional supermarkets. Temu just announced their intention to enter the German market with regional food products.
- Germany's increasingly high-paced society and a rising number of single households are driving demand for convenient ready-to-eat meals, desserts, and baking mixes. The German Farmers Union ([DBV](#)) estimates that 80 to 90 percent of consumed products in Germany are consumer-oriented processed products.
- An aging population and increased health consciousness of, especially Gen Z, consumers are fueling demand for health and wellness products.
- There is a growing share of consumers who view their purchasing decisions as a political or lifestyle statement (non-GMO, free-range eggs, or a vegetarian or vegan diet), and they demand traceability and information about production methods.
- According to the German Federal Ministry of Food and Agriculture's annual [consumer report](#), labelling is becoming more important for consumers. The label consumers find most important

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with 65 percent basing purchasing decision on is the animal welfare label, followed by the regional label with 62 percent, and the organic label with 59 percent.

- Fair trade products play a role for 22 percent of German consumers and make up USD 2.7 billion or 0.9 percent of retail sales. Organic products make up USD 18.9 billion or 6.2 percent of retail sales in Germany. Germany is the second largest organic market in the world (behind the United States) and presents good prospects for exporters of organic products. For more information, please see the GAIN report: [Organic Store Brands Drive Recovery of German Organic Market](#).
- The number of vegetarians is rising, while the number of consumers who follow a vegan diet is declining. Meat production in Germany is rising again for the first time [since 2016](#). Consumers buy less in quantity but higher quality. Vegan restaurants, which were a big trend in Germany's capital Berlin for the past few years, are changing their business strategies or closing.
- Consumers ask for less sugar in processed products. Over [85 percent](#) would like to see less sugar used, while 7 percent would like to see it replaced with sweeteners, and 6 percent do not want current products to change sweetness or sugar content.

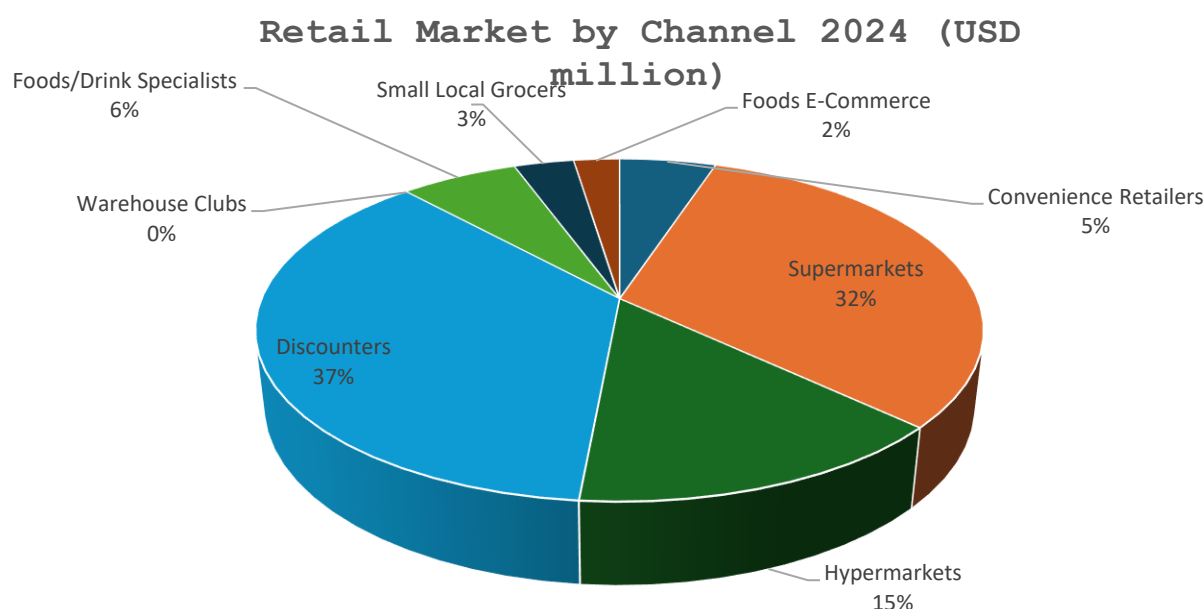
Table 1: Advantages and Challenges

ADVANTAGES	CHALLENGES
Germany is the biggest market in Europe with a high-income consumer base. Due to its central location in Europe and excellent transportation channels, Germany is a good base for exporting products to other EU countries.	German consumers demand quality and low prices. Clean label foods, “free from,” and locally grown products attract more and more German consumers. In addition, listing fees paid to retailers limit the introduction of new U.S. brands.
The demand for sustainable food ingredients and sustainable foods is growing. Many German consumers are still uninformed about the details of sustainability, leaving room to voice the U.S.’s sustainability message.	Private sector sustainability standards can act as barriers to trade. Getting the consumer’s attention amongst many competing actors can be challenging.
Germany is among the largest food importing nations in the world. It has a large, well-developed food processing industry requiring a wide range of ingredients, from low-value, unprocessed foods to high-value, highly processed ingredients.	U.S. exporters face competition from tariff-free products from other EU member states; EU gives preferential access to products from EU countries.
The United States has a reputation as a reliable supplier of food inputs in terms of availability, delivery, and quality.	Some products of modern biotechnology are prohibited as they are not approved in the EU.
Germany is the largest EU market for U.S. beef under the EU import quota for high quality beef, which was expanded in January 2020.	The beef import quota only applies to beef from animals not treated with growth-promoting hormones. New meat alternatives are becoming increasingly popular.

A large expat and immigrant population and Germans' inclination to travel abroad help fuel demand for foreign products. There is an increased preference for authentic regional cuisines in bigger cities.	The 'regional' trend can work against U.S. products, but also in favor of.
U.S. food trends are popular, especially among the younger generations; good reputation for U.S. foods like dried fruits, seafood, and wine.	Non-tariff barriers such as phytosanitary restrictions and traceability requirements can make exporting to Germany complicated.

Source: FAS Berlin

Retail Sales by Channel



Source: Euromonitor International

Section 2: Road Map for Market Entry

U.S. companies seeking to export goods to Germany are advised to conduct thorough research to gain a good understanding of the market. FAS [GAIN Reports](#) are a good source for country specific information. Please contact the USDA Foreign Agricultural Service (FAS) Office in Berlin for clarification on specific questions for example, for information on veterinary and phytosanitary certificates. Contact information is provided at the end of this report.

Germany is a potential market for U.S. companies who are willing to invest time and resources to cement contacts. New products in the German market may require up to 12 to 18 months of testing in order to determine market acceptance. There are a number of potential technical barriers to trade, thus exporters should consult the latest Food and Agricultural Import Regulations and Standards ([FAIRS](#))

[report](#) on Germany and the European Union. This report provides an overview of food laws in force in Germany that are not yet harmonized with the EU.

Once U.S. companies have acquired this background information, they may consider attending or visiting one of the USDA-endorsed trade shows or other trade shows in Europe, such as the world's largest Food and Beverages Trade Show [ANUGA](#), which takes place in Cologne, October 4-8, 2025. ANUGA 2023 hosted the largest USA Pavilion in FAS history, with 188 American companies exhibiting at the largest ANUGA on record. The show attracted more than 140,000 visitors from 200 countries and over 7,900 exhibitors from 118 countries. U. S. exhibitors recorded more than \$27.4 million in on-site sales, and \$196 million in 12-month projected sales.

Trade shows serve as a gateway into the market, helping companies establish new trade contacts and gauge product interest. Germany hosts many of the largest trade shows in the world. Therefore, it is an excellent location for U.S. exporters to promote their products, to establish contact with potential business partners and buyers, and to run product introductions.

Table 2: Major Food Related Trade Shows in Germany

Trade Show	Description	Location
ANUGA (every two years) October 4-8, 2025 https://www.anuga.com/	The leading food fair for the retail trade, the food service, and catering market worldwide	Cologne
Bar Convent Berlin (BCB) October 6-8, 2025 https://www.barconvent.com/#/	International trade show for bars and beverages	Berlin
ISM February 1-4, 2026 https://www.ism-cologne.com/	World's largest show for snacks and confectionery products	Cologne
Fruit Logistica February 4-6, 2026 https://www.fruitlogistica.com/en	World's leading trade fair for the fresh fruit and vegetable business	Berlin
BioFach February 10-13, 2026 https://www.biofach.de/en	Leading European tradeshow for organic food and non-food products	Nuremberg
Internorga March 13-17, 2026 https://www.internorga.com/	International trade show for hotel, restaurant, catering, baking, and confectionery trades	Hamburg
ProWein March 15-17, 2026 https://www.prowein.com/	International trade show for wine and spirits	Dusseldorf
Interzoo (every two years) May 12-15, 2026 https://www.interzoo.com/en	Leading trade show for pet food and supplies	Nuremberg

Source: FAS Berlin

U.S. exporters can also contact their respective U.S. State Regional Trade Groups (SRTG), their Commodity Cooperator Group, or their state Department of Agriculture to obtain additional support.

State Regional Trade Groups (SRTG) are non-profit trade development organizations that help U.S. food producers and processors to enter overseas markets. They are funded by USDA/FAS and the private sector. They carry out promotional activities to increase exports of U.S. high-value food and agricultural products. For more information, please contact the state regional trade group responsible for your state at <https://www.fas.usda.gov/topics/getting-started/state-regional-trade-groups>.

The **U.S. Agricultural Export Development Council** is composed of U.S. commodity trade associations and other organizations, in addition to the SRTGs, with an interest in promoting U.S. agricultural exports. For an overview and additional information on the various Commodity Groups, you can visit <https://usaedc.org/>. The Commodity Cooperator Groups regularly organize (reverse) trade missions, often organized around trade shows or other events. They also are excellent platforms for U.S. suppliers of food ingredients to meet with foreign buyers. Currently, about 40 U.S. Cooperator organizations operate USDA-funded marketing programs in Germany. For the full list of participating U.S. organizations, please see <https://delicious-usa.com/trade-associations/>.

U.S. exporters looking for German food importers, wholesalers, or distributors can obtain reliable information from the Foreign Agricultural Service based in Berlin (FAS), the Federation of German Food and Drink Industries ([BVE](#)), the Federal Association of the German Retail Grocery Trade ([BVLH](#)), and from the different food market segment industry associations.

Import Procedures

As a member of the EU, Germany follows all EU directives, regulations, and obligations where available. Since the EU is a customs union, all member states apply the same import duties on goods imported from outside the EU based on tariff classification of goods and the customs value. For details on the EU legislation and import duties, please see the [EU FAIRS report](#) for further information.

Importers represent the first link in the domestic sales chain and are consequently responsible for the compliance of imported products with national and [EU regulations](#). The European Commission has published the following guidance document which refers to key community law requirements: "[Guidance document – Key questions related to import requirements and the new rules on food hygiene and official food controls](#)." Once imported goods are cleared in one member state, they can move freely throughout the territory of the EU. This means U.S. products coming into Germany via another EU member state, for example the Netherlands, must clear customs there. No additional checks are carried out when crossing the border to Germany.

The responsibility for enforcing food law provisions in Germany lies with the sixteen federal states (Länder). Whether a specific product complies with the legal requirements is evaluated by considering the product in its entirety, including its origin, import certificate, composition, intended purpose, and presentation. Please contact FAS Berlin for clarification on questions concerning the interpretation and application of import provisions in individual cases.

Purchasing by German food retailers is fragmented and competitive. Few German retailers import products directly from other countries, except for items that they purchase in large quantities. Most food retailers buy from central buyers/distributors which import food and beverages. In general, these

wholesalers specialize in specific products or product groups, and some focus on food products from a specific country of origin. Specialized importers often have in-depth knowledge of import requirements, such as product certification, labeling, and packaging. They also typically handle shipping, customs clearance, warehousing, and distribution of products within the country.

Market Structure

Consolidation, market saturation, strong competition, and low prices are key characteristics of the German retail food market. The top four grocers account for over 76 percent of the total market. Almost half of the German retail market is private label served. The German market is largely dominated by domestic players. This is particularly true for hypermarkets, supermarkets, and discounters. German consumers are very particular about what they like and what they do not like in their grocery retailers, and grocery retailers can count on a strong base of loyal customers. Foreign players are met with skepticism regarding their ability to offer high quality at low prices. The failure of Walmart to establish itself in Germany over a decade ago shows how hard it is for international players to successfully enter the German market.

Table 3: Profiles of Top Food Retailers in Germany

Retailer Name and Outlet Type	Total Sales 2024 (USD million)	Revenue 2024, compared to 2023 (Percentage)	Locations
1. Edeka-Group <ul style="list-style-type: none"> Edeka (Supermarkets) Netto (Discounter) 	89,267	+6.2	Nation-wide Nation-wide
2. Rewe-Group <ul style="list-style-type: none"> Rewe (Supermarkets) Penny (Discounter) 	74,030	+4.9	Nation-wide Nation-wide
3. Schwarz-Group <ul style="list-style-type: none"> Lidl (Discounter) Kaufland (Hypermarkets) 	61,929	+2.3	Nation-wide Nation-wide
4. Aldi-Group <ul style="list-style-type: none"> Aldi Süd (Discounter) Aldi Nord (Discounter) 	38,850	+2.0	Southern Germany Northern Germany
5. dm (retail chain specialized in cosmetics, healthcare items, household products, and health food, similar to RiteAid/ CVS)	13,499	+9.5	Nation-wide
6. Rossmann (retail chain specialized in cosmetics, healthcare items, household products, and health food, similar to RiteAid/ CVS)	10,717	+6.5	Nation-wide
7. Bartels-Langness-	7,528	+3.2	Northern

Gruppe			Germany
8. Globus	7,213	+3.1	Nation-wide
9. Metro	6,062	+0.8	Nation-wide
10. Transgourmet	5,548	+1.9	Nation-wide

Source: [Lebensmittel Praxis](#)

Large grocery retailers in Germany are mainly driven by competition between each other. They are very well-established and compete mostly on price, outlet networks, and consumer trust, which, amongst other factors, requires them to maintain high quality standards. Retailers also try to differentiate themselves through additional services and standards which add value to their original value proposition.

The growth of discounters is slowing because of market saturation and the continuing trend towards shopping at supermarkets in convenient city locations. As urbanization increases and consumers' lifestyles are changing, more and more people seek convenience when doing their grocery shopping. To counter the trend, discounters are also attempting to adapt and expand in hopes of differentiation. Additionally, they are focusing more on quality and choice rather than price with new concepts and the introduction of more premium and convenience foods, online stores and premium locations. Discounters and retailers' private label products have profited from the recent economic slowdown. They hold a market share of [36.2 percent](#) in 2024. A recent McKinsey study showed that [84 percent](#) of consumers want to continue buying private label products even when they have more money at their disposal. Private labels are becoming a strategy — not only cheaper, but also deliberately positioned differently from premium brands. In stores, they can be found grouped together by their quality. For example Rewe has three private label brands that indicate standard, good, and premium quality; customers will find the premium brand products grouped together at the end of an aisle, indicating the brand itself is being promoted.

Today, 36,900 grocery stores all over Germany supply customers with fresh food and beverages. Within ten years, the number of grocery stores has declined by 5 percent. There is a trend toward consolidating stores and maximizing space.

Whereas e-commerce sales grew during the pandemic, they saw a dip of 7 percent in 2023, they grew again by 8.2 percent in 2024. Food and beverages purchased online in 2024 totaled [USD 4.557 million](#) (EUR 3.907 million), which is an overall market share of [4.3 percent](#) of retail revenues.

The pandemic also accelerated the rise of on-demand grocery delivery platforms, such as [Flink](#), which deliver groceries within minutes of ordering for a small delivery fee. This service is also known as quick commerce. The sector has seen significant consolidation after several apps launched in 2021. Today, after a wave of consolidation, only one large-scale player remains. The berlin-based startup Flink is owned by Rewe-Group and operates in over 60 major cities across Europe with about 10 million customers. Other providers who started out as restaurant delivery services now also pick up orders from supermarkets, coffee shops and other stores to deliver them to their customers, such as [Wolt](#) and [Uber Eats](#).

Section 3: Competition

The main competitors for U.S. suppliers include domestic producers and producers from other EU member states, such as the Netherlands, Italy, Poland, France, and Belgium. The U.S. industry's advantages include a good reputation for consistent quality and stable supply. The main advantages of competitors are proximity and price.

Table 4: Overall Competitive Situation for Consumer-Oriented Products (2024)

Product Category and Total Imports	Main Suppliers (Value) in Percentage	Strengths of Key Suppliers	Advantages and Disadvantages of Local Suppliers
Meat (HS 02) MT 2.110 USD 8.7 billion	1. Netherlands – 26.4 2. Poland – 15.4 3. Belgium – 11.5 19. USA – 0.12	1-3) Proximity and availability. 19) U.S. imports consist of hormone-free beef under the Hilton beef quota.	They focus on pork rather than on beef production.
Fish and Seafood (HS 03 + HS 16) MT 1.3 million USD 8.7 billion	1. Poland 2. Netherlands 3. Denmark 13. USA	1-3) Proximity and availability. 13) USA is Germany's third largest supplier of Alaska Pollock fillets after China and Russia.	Tradition in fish and seafood trading and processing. Fish is popular.
Snack Foods excl. nuts (HS 1905 +1704) MT 1.3 million USD 5.1 billion	1. Poland 18.4 2. Netherlands – 15.6 3. Italy – 12.2 25. USA – 0.24	1-3) Proximity and availability. 2) Volumes mainly consist of re-exports from China, Thailand, and USA. 25) Many snack food trends originate in the USA.	Tradition in snack food production. Germany is one of the global market leaders in snack foods.
Beer and Wine (HS 2203, 2204, 2205, 2206) Liters 1.91 billion USD 3.33 billion	1. Italy – 32.0 2. France – 26.2 3. Spain – 12.5 8. USA – 1.7	1-3) Proximity, reputation, climatic conditions for wine growing.	Wine only grows in the southern part of the country. Insufficient domestic supply, especially for red wine.
Tree Nuts (HS 0801 +0802 +200819) MT 511,697 USD 3.3 billion	1. Turkey – 22.7 2. USA – 21.7 3. Netherlands – 9.9	1) Turkey produces 70 percent of the world's hazelnut supply. 2) The United States is the leading supplier of almonds, pistachios, and walnuts. 3) The Netherlands is a large re-exporter of cashew nuts.	Domestic production is minimal. Germany is a leading producer of marzipan and has high demand for almonds.

Food Preparations (HS 210690) N/A USD 2.8 billion	1. Netherlands – 21.1 2. Poland – 12.5 3. Austria – 8.5 19. USA – 1.2	1-3) Proximity and availability.	Strong domestic food industry.
Sauces and Preparations (HS 2103) Liters 55,732,007 USD 1.24 billion	1. Italy – 32.2 2. Netherlands – 19.7 3. Poland – 9.8 11. USA – 1.9	1-3) Proximity and availability. 11) USA is a well-known supplier of barbeque sauces.	Strong domestic food industry.
Peanuts (HS 1202) MT 131,721 USD 262.8 million	1. Netherlands – 58.6 2. Argentina – 10.0 3. Belgium – 7.75 4. USA – 6.5	1) Volumes consist of re-exported peanuts from Argentina, the USA, and Brazil.	No local availability, high demand from well-established snack food industry.
Raisins (HS 080620) MT 67,178 USD 181.6 million	1. Turkey – 29.1 2. South Africa – 24.9 3. Netherlands – 12.5 10. USA – 2.1	1) Low prices. 2) Strong exports to the EU and UK of Thompson seedless. 3) Proximity and re-exports.	No local availability.
Dried Prunes (HS 0813 20) MT 7,388 USD 33.1 million	1. Chile – 43.8 2. Netherlands – 14.9 3. France – 12.1 4. USA – 11.3	1) Product pricing, zero duty access through EU-Chile FTA. 2) Proximity and re-exports. 3) Proximity and quality. 4) Good reputation for quality, California origin adds value.	No local availability.

Source: Trade Date Monitor, Products ranked according to value of products (last update: August 14, 2025)

Section 4: Best Product Prospects

Top Consumer-Oriented Products Germany Imports from the World (2024):

- Dairy Products: Cheese, milk and cream, butter,
- Fresh Fruit (fresh, unless other specified): Grapes, fresh or dried bananas, avocados, apples, cranberries, blueberries, oranges,
- Fresh Vegetables (fresh or chilled): Tomatoes, fruits from capsicum or pimenta genus, cucumbers and gherkins, vegetables,
- Chocolate and Cocoa Products,
- Bakery Goods, Cereals and Pasta: bread, pastry, cakes, biscuits, cookies, pasta.

Top Consumer-Oriented Products Germany Imports from the United States (2024):

- Tree Nuts: Pistachios, Almonds, Walnuts, Hazelnuts,
- Distilled Spirits: Whiskies, Liqueurs and cordials, rum and tafia, gin,
- Wine and related products,
- Soup and other Food Preparations,
- Condiments and sauces.

Products Present in Market with Good Sales Potential:

- Organic products,
- Tree nuts: Pistachios, Almonds, Walnuts, Hazelnuts, Pecans,
- Fish and Seafood products
- Beef and Game: Hormone-free beef, bison meat, exotic meat, and processed meat products.
- Dried fruits: Prunes, raisins, mangoes, dates,
- Fruit juice concentrates: Cranberry, grapefruit, prune,
- Highly processed ingredients (dextrins, peptones, enzymes, lecithin, and protein concentrates),
- Dog and cat food,
- Products featuring “sustainable” or other social issue-based marketing labels.

Products Not Present in Significant Quantities, but have Good Sales Potential:

- Ingredients for the natural and healthy foods industry,
- Ready-to-eat meals,
- Snack foods,
- Bakery products,
- Pulses,
- High-quality beef,
- Innovative sauces, condiments, and confectionary products.

Products Not Present in Market due to Significant Barriers:

- Food additives not approved by the European Commission,
- Red meat and meat products with hormones,
- Most poultry and eggs,
- Biotech-derived products that are not approved in the EU.

Section 5: Key Contacts and Further Information

If you have questions regarding this report, or need assistance exporting to Germany, please contact the Foreign Agricultural Service in Berlin. Importer listings are available from the Foreign Agricultural Service for use by U.S. exporters of U.S. food and beverage products.

Table: Major Government Regulatory Agencies

Name	Contact
Bundesministerium für Landwirtschaft, Ernährung, und Heimat (BMLEH) (Federal Ministry of Agriculture, Food & Regional Identity) Rochusstr. 1, 53123 Bonn, Germany	Tel: +49-228 – 99 -529-0 Fax: +49-228 - 99-529-4262 Website: https://www.bmleh.de/EN/Home/home_node.html
Bundesamt für Verbraucherschutz und Lebensmittelsicherheit (BVL) (Federal Office of Consumer	Tel: +49 30 18444-99999 Fax: +49 30 18444-9998 Mail: poststelle@bvl.bund.de

Protection and Food Safety) Bundesallee 51, 38116 Braunschweig, Germany	Website: https://www.bvl.bund.de/EN/Home/home_node.html
Bundesanstalt für Landwirtschaft und Ernährung (BLE) (Federal Office for Agriculture and Food) Deichmanns Aue 29, 53179 Bonn, Germany	Tel.: +49 228 6845 – 0 Fax: +49 228 6845-3444 Website: https://www.ble.de/EN/Home/home_node.html

Other government sources for data:

- Deutsches Patent- und Markenamt (German Patent and Trademark Office):
<https://www.dpma.de/english/index.html>
- A list of other Import Specialists and Technical Contacts can be found in the latest Food and Agricultural Import Regulations and Standards Report for Germany:
<https://www.fas.usda.gov/data/germany-fairs-country-report-annual-0>

U.S. Department of Agriculture Foreign Agricultural Service	Phone: +49- 30- 8305 ext.1150
Physical Address: Clayallee 170 14195 Berlin, Germany	Email: agberlin@usda.gov Website: http://www.fas.usda.gov

FAS Berlin market and commodity reports can be found in the Global Agricultural Information Network (GAIN) at: <https://gain.fas.usda.gov/#/home>

FAS Berlin DelicioUS! Market Promotion Program: <https://delicious-usa.com/>

Attachments:

No Attachments