



business
development
germany

FOOD & BEVERAGES IN GERMANY

Finding the right buyers and systematically building up sales in the German Food and Beverages sector.

BDG Industrial Solutions

GERMANY: EUROPE'S FOOD AND BEVERAGE MARKET LEADER – AN INDUSTRY OVERVIEW



The industry in Numbers

About 82 million of the world's wealthiest consumers make Germany the largest food and beverage market in Europe with a total grocery retailing revenue of USD 273.9 bn (2019). Domestic products cover part of the demand, yet, the German food market is heavily dependent on imports. Industry analysts expect a positive market development for 2021.

Market Summary

The market is spread into different retail channels, which need very different approaches to enter the market. Furthermore, German consumers are very price-sensitive and at the same time, expect high quality food products.

International Trade

The country is a net importer of food and beverage products. In 2019, consumer-oriented agricultural products to the value of USD 62.9 bn were imported.

Market Trends and Opportunities

Due to an aging population, increasing health awareness and changes in consumer lifestyles the industry faces higher demands in sectors such as convenience, health, and wellness, as well as luxury products. Another lifestyle trend towards "green" products increases the demand for sustainable, locally sourced, free range, natural, organic, fair trade and carbon neutral products. German consumers take great pride in being "green" and thus are willing to pay more for such products.



CORE PLAYERS IN THE FOOD MARKET SECTOR



The distribution channels are very different and demand a bespoke approach. BDG divides the groups into 6 categories:



* There are approx. 4,500 independent retailers that have more than 6,000 shops.

BDG FOOD MARKET SOLUTION: ENTRY METHOD



In order to start a successful food project in Germany, we strongly advise companies to follow our entry plan that is based on extensive experience in this field:



WHY BDG INDUSTRIAL SOLUTIONS?



“Helping you find the best matches for your business”

BDG is focused on market entry in Germany. We understand the needs of business development, sales and marketing, when it comes to establishing business links in Germany. This is also reflected when searching for suitable business partners within this market.

BDG delivers quickly. We are well experienced in business development and experts in representing foreign companies in Germany. With a huge network of professionals, we know where to start and can deliver quickly.

Optional Services:

Logistic <ul style="list-style-type: none">▪ Sending of samples▪ Storage, distribution etc.	Ordermanagement <ul style="list-style-type: none">▪ Preparation of price lists and order forms etc.▪ Order management in general	Translation <p>Depending on the complexity of the product, larger documents should be made available in German.</p>	Meetings <p>Meetings and presentations of your product. We travel to your client and represent you in person.</p>
The price of optional services can be agreed upon individually. When we receive details of your requirements, we will quickly provide you with a service proposal.			

References

Milford Tea ▪ Kraft Foods ▪ Eckes ▪ Bitburger ▪ Teekanne ▪ Kuchenmeister
Katjes ▪ Cafeahaus ▪ Locker ▪ Hochland Käse ▪ Berentzen



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bdg Consulting GmbH

Hansaring 125
50670 Köln

Phone.: + 49 (0)221 - 64 00 90 80

Telefax: + 49 (0)221 - 64 00 90 89

Email: info@businessdevelopmentgermany.com

Web: www.businessdevelopmentgermany.com

WE SUPPORT



Since 2018 bdg Consulting GmbH has been committed to the UN Global Compact corporate responsibility initiative and its principles in the areas of human rights, labour, the environment and anti-corruption.

**Entering the German food and
beverage market with a powerful
network of experts and buyers**

