BVE
Bundesvereinigung
der Deutschen
Ernährungsindustrie

German Food Market
Structure & Competition

Tobias Andres
Federation of German Food and Drink Industries (BVE)

Quick facts

Agrifood Business:	5 million employees
Agriculture:	more than 300,000 farmers
Food Industry:	6.000 companies, mainly SMEs
Retail:	165 billion turnover, high concentration
Discounter market share:	44%
Private label market share:	38%
Consumer exp (food, drinks):	12%