

**Voluntary Report** – Voluntary - Public Distribution

**Date:** August 03,2020

**Report Number:** GM2020-0048

**Report Name:** Meat Substitute Production Increases Significantly

**Country:** Germany

**Post:** Berlin

**Report Category:** Agricultural Situation, Agriculture in the Economy, Agriculture in the News

**Prepared By:** Leif Rehder

**Approved By:** Kimberly Sawatzki

**Report Highlights:**

German companies produced 37 % more meat substitute products in the first quarter of 2020 than in the previous year. But, the market still represents only a small niche.

According to the German Federal Statistical Office, the production of meat substitute products increased significantly in Germany in the first quarter of 2020. Compared to the previous year, the sales volume increased by 37 percent to about 20,000 tons. At the same time, production value of meat substitute products such as vegetarian spreads and patties or tofu increased by 36 percent to 85.1€ million in the first quarter of 2020. According to the Federal Statistics Office, total production in Germany reached a value of 272.8€ million in 2019. However, this number is still relatively low compared to meat production. The production value of meat, poultry meat and processed meat amounted to 40.1€ billion in 2019. Unfortunately, there is no data on trade with meat substitutes.

Meat substitutes are currently considered a trend product for consumers looking for healthier and more climate friendly products. The ongoing animal welfare discussion in Germany and recent scandals in the slaughter and meat industry have also contributed to the increase in production. The COVID-19 outbreaks among workers in Europe's largest slaughterhouse put labor conditions in June 2020 in the spotlight, which will likely contribute to greater demand over the next year.

**Attachments:**

No Attachments.