



**Euromonitor
International**

Plant-Based Dairy in Germany

September 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Steady growth as plant-based milk becomes well-established
Private label extends its position across all plant-based dairy categories
Discounters have an enviable lead in plants-based dairy distribution

PROSPECTS AND OPPORTUNITIES

Plant-based dairy to gain momentum as a staple household item
Further scrutiny for some plant-based dairy
Sustainability and health concerns will force greater transparency

CATEGORY DATA

Table 1 - Sales of Plant-Based Dairy by Category: Value 2020-2025
Table 2 - Sales of Plant-Based Dairy by Category: % Value Growth 2020-2025
Table 3 - Sales of Other Plant-Based Milk by Type: % Value 2022-2025
Table 4 - NBO Company Shares of Plant-Based Dairy: % Value 2021-2025
Table 5 - LBN Brand Shares of Plant-Based Dairy: % Value 2022-2025
Table 6 - Distribution of Plant-Based Dairy by Format: % Value 2020-2025
Table 7 - Forecast Sales of Plant-Based Dairy by Category: Value 2025-2030
Table 8 - Forecast Sales of Plant-Based Dairy by Category: % Value Growth 2025-2030

Dairy Products and Alternatives in Germany - Industry Overview

EXECUTIVE SUMMARY

Dairy products and alternatives in 2025: The big picture
Key trends in 2025
Competitive Landscape
Channel developments
What next for dairy products and alternatives?

MARKET DATA

Table 9 - Sales of Dairy Products and Alternatives by Category: Value 2020-2025
Table 10 - Sales of Dairy Products and Alternatives by Category: % Value Growth 2020-2025
Table 11 - NBO Company Shares of Dairy Products and Alternatives: % Value 2021-2025
Table 12 - LBN Brand Shares of Dairy Products and Alternatives: % Value 2022-2025
Table 13 - Penetration of Private Label by Category: % Value 2020-2025
Table 14 - Distribution of Dairy Products and Alternatives by Format: % Value 2020-2025
Table 15 - Forecast Sales of Dairy Products and Alternatives by Category: Value 2025-2030
Table 16 - Forecast Sales of Dairy Products and Alternatives by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/plant-based-dairy-in-germany/report.