



Food Report 2019

Statista Consumer Market Outlook – Market Report

August 2019

Agenda

01 Market Outlook

- Overview
- Market drivers
- Consumer insights
- Sales channels
- Key players
- Trends

02 Segments

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OVERVIEW



Food is redefined from a commodity to an experience

Overview: management summary

The Food market has traditionally been characterized by high volumes and low margins. Today, brands have to balance offering novel experiences for consumers in saturated industrial nations as well as appealing to the rising middle classes in emerging markets. In this report, growth potentials, market drivers, consumer insights, key companies and future developments for the worldwide Food market will be discussed.

The market, as presented in the Consumer Market Outlook, is divided into 13 segments of processed foods, fresh food is excluded. The Milk Products segment accounts for the biggest share, followed by Meat Products and Bread & Bakery Products. Overall, Food generated US\$2.9 trillion in revenues worldwide in 2018. With US\$2,348 per capita, among the surveyed countries, Norwegians spent the most on Food in 2018.

In the market drivers section, the aggregate consumer spending projections forecast a higher growth for the away-from-home versus the at-home market, underlining the growing importance of food services. In addition, the rise of private label brands has put pressure on brand manufacturers' margins, as retailers compete for a higher share of product sales.

Consumer insights from Statista's Global Consumer Survey reveal a high interest among consumers for food that translates into high engagement with food topics in online conversations. Various surveys regarding dietary habits and restrictions show a concern, especially among European consumers, about artificial additives.

Relevant target groups try to avoid or reduce consumption of meat or other animal products, and many consumers favor or value regional and organic food.

Physical grocery retail stores (supermarkets and hypermarkets) are still the dominant sales channels for Food, as eCommerce in this category is still comparatively underdeveloped. Food remains the last frontier of online retailing. Both eCommerce companies such as Amazon and traditional players like Walmart try to conquer it with new channel convergence strategies and technologies that are seamlessly weaved into connected appliances.

By revenue, Swiss Nestlé and American PepsiCo, Mondelez International and Kraft Heinz are the most relevant key players among international brand manufacturers in the food industry. All these players try to adapt to a future driven by better-for-you options and have realized growth or cost-savings mainly by mergers and acquisitions in recent years.

The trends chapter highlights grocerants as an option for retailers to enhance their stores with experiential offerings and tap into higher-margin food service. Another trend is the channel convergence as a key for driving online food retailing. Connected devices like Amazon Dash Buttons have a potential to move grocery shopping partially from an active concern into the background. Finally, the clean eating movement, as an opportunity to engage with consumers, is showing a higher interest in food than ever before.

The Food market covers processed foods (1/3)

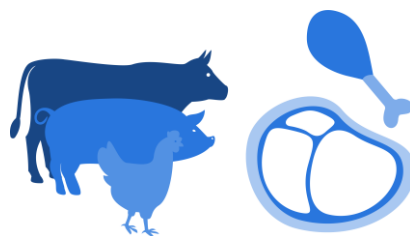
Overview: segments (1/3)

Milk Products



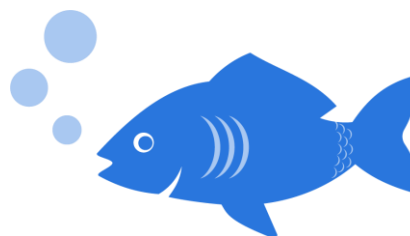
Milk & Cream
Yogurt & Curdled Milk
Cream Cheese
Cheese

Meat Products & Sausages



Ham & Bacon
Sausages
Cold & Roast Meat Products

Processed Fish & Seafood



Canned, Dried & Smoked Fish
Fish Fingers & Portions

Processed Vegetables, Fruit & Potatoes



Canned, Dried & Frozen
Vegetables
Canned, Dried & Frozen Fruit
Potato Products

The Food market covers processed foods (2/3)

Overview: segments (2/3)

Bread & Bakery Products



Bread

Preserved Pastry Goods &
Cakes

Pasta & Rice



Pasta & Noodles

Rice

Sauces & Condiments



Tomato Ketchup

Sauces & Condiments

Convenience Food



Ready Meals

Soups

The Food market covers processed foods (3/3)

Overview: segments (3/3)

Breakfast Products



Breakfast Cereals

Jams, Jellies, Purées & Marmalade

Chocolate Spreads

Peanut Butter

Confectionery



Chocolate Confectionery

Sugar Confectionery

Cookies & Crackers

Ice Cream

Snack Food



Tortilla Chips, Flips & Pretzels

Potato Chips

Nuts & Seeds

Baby Food



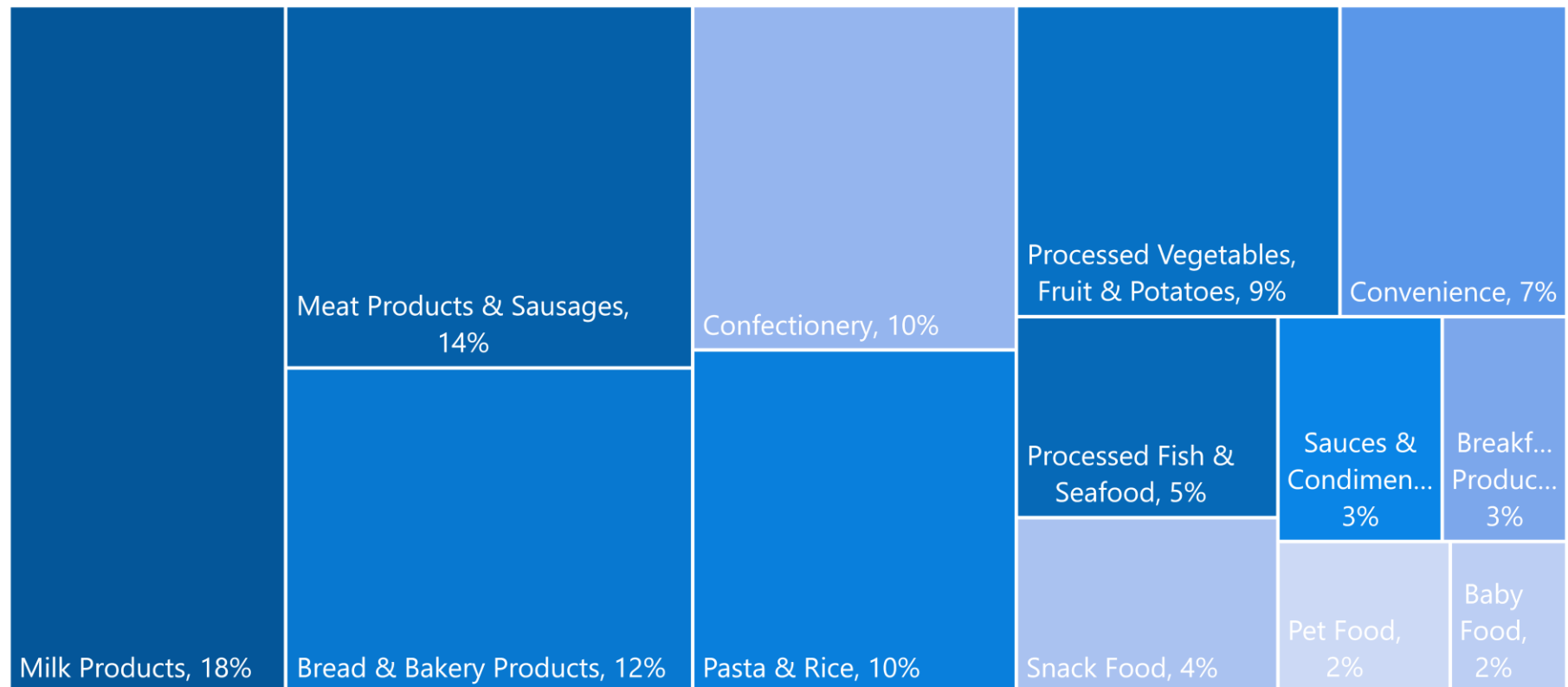
Pet Food



With 18%, the segment Milk Products accounted for the biggest share in the Food market in 2018

Overview: revenue treemap

Worldwide revenue shares in 2018



Food is the world's biggest consumer goods market

Overview: Key takeaways

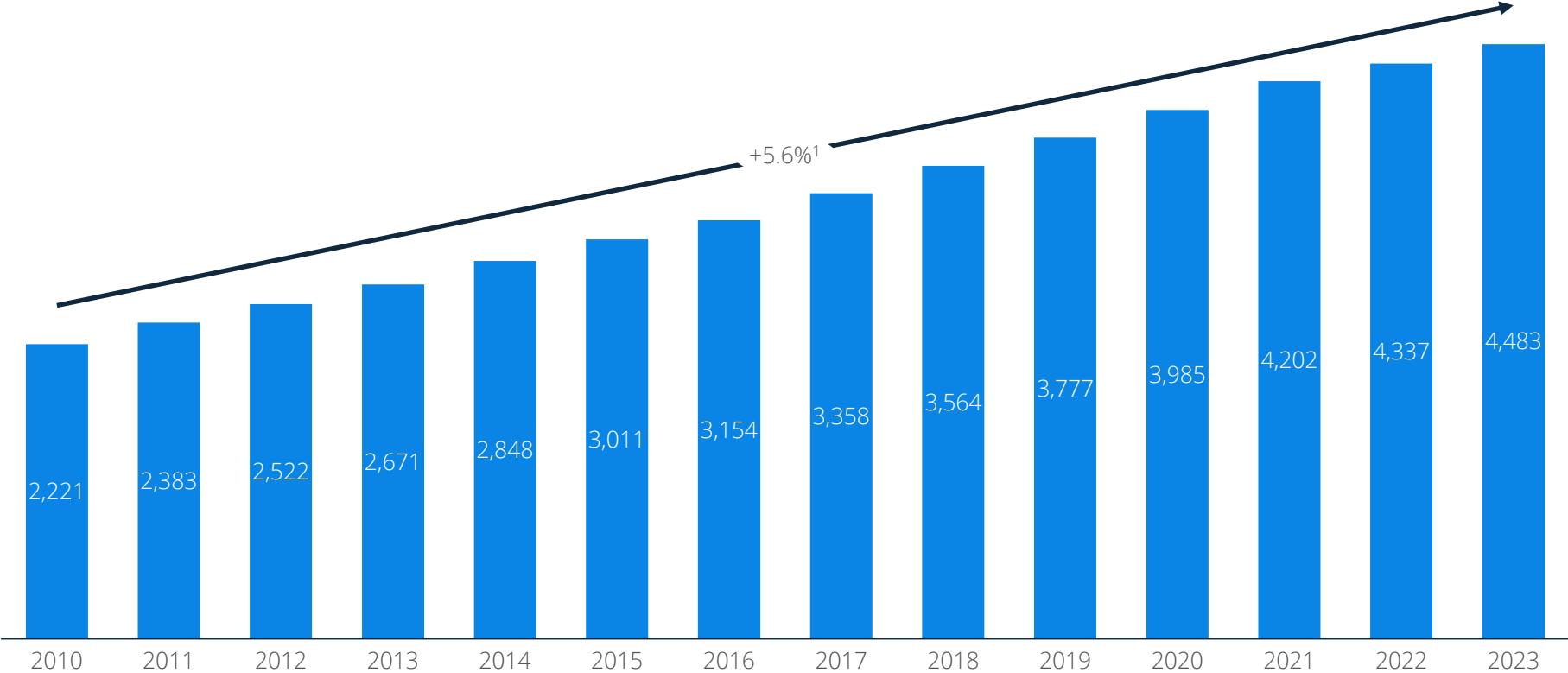
- Worldwide, the Food market realized a total revenue of US\$3.6 trillion in 2018.
- With 18%, Milk Products are the largest segment of the Food market with revenues of US\$633 billion in 2018, followed by Meat Products & Sausages (US\$492 billion) and Bread & Bakery Products (US\$440 billion).
- All segments are growing with the highest overall growth attributable to Processed Vegetables, Fruit & Potatoes (33% from 2018 to 2023).
- Worldwide, the highest revenue per capita in the Food market was generated in Norway in 2018 with US\$2,348.
- Food is still a niche category in eCommerce due to logistical hurdles. An emergence is only likely when retailers can seamlessly connect online and offline sales channels and leverage existing logistics chains.
- The international brand manufacturers Nestlé, PepsiCo, Danone, Kraft Heinz and Mondelez International are the most important key players in Food.



In 2018, the Food market realized a revenue of US\$3.6 trillion worldwide

Overview: sales figures (1/6)

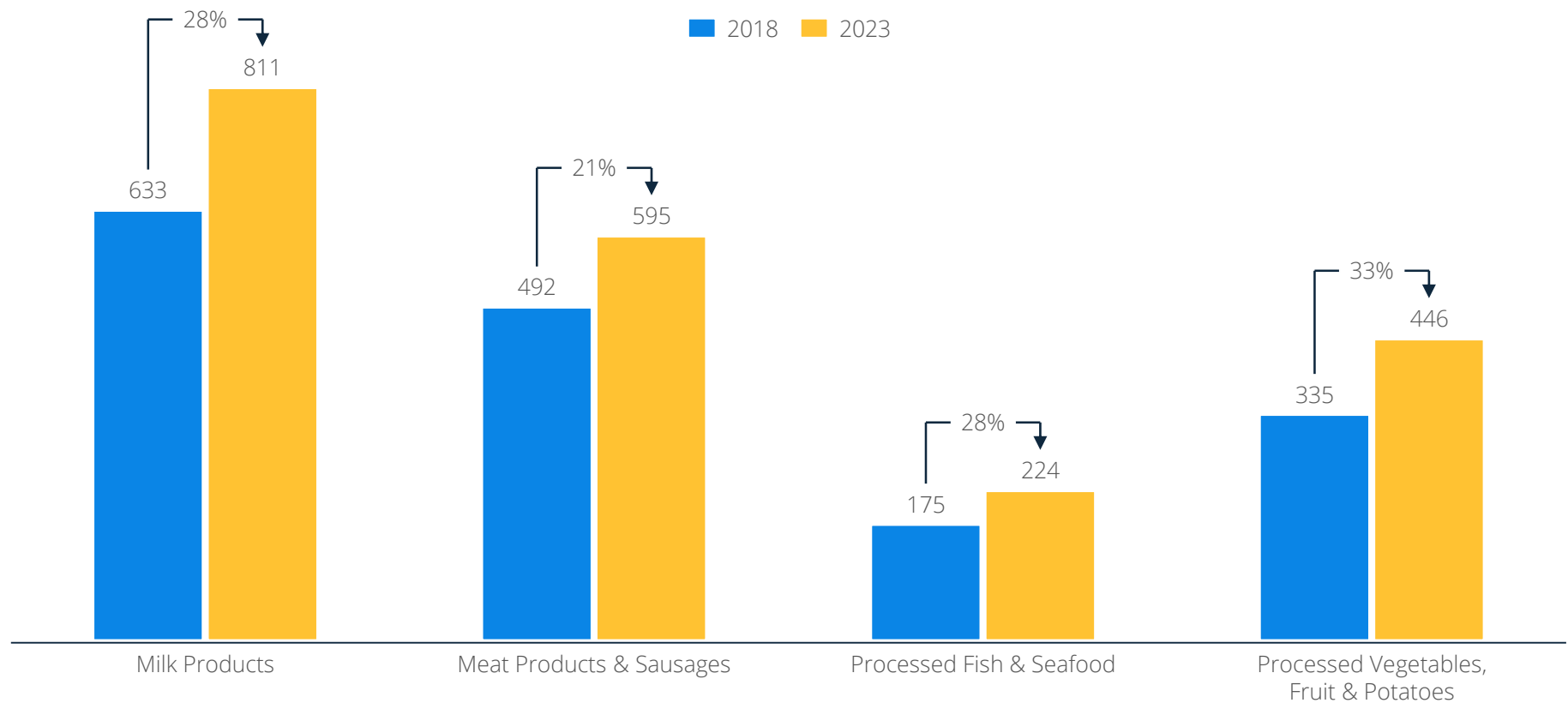
Worldwide revenue in billion US\$



Processed Vegetables, Fruit and Potatoes are set to grow by 28% until 2023

Overview: sales figures (2/6)

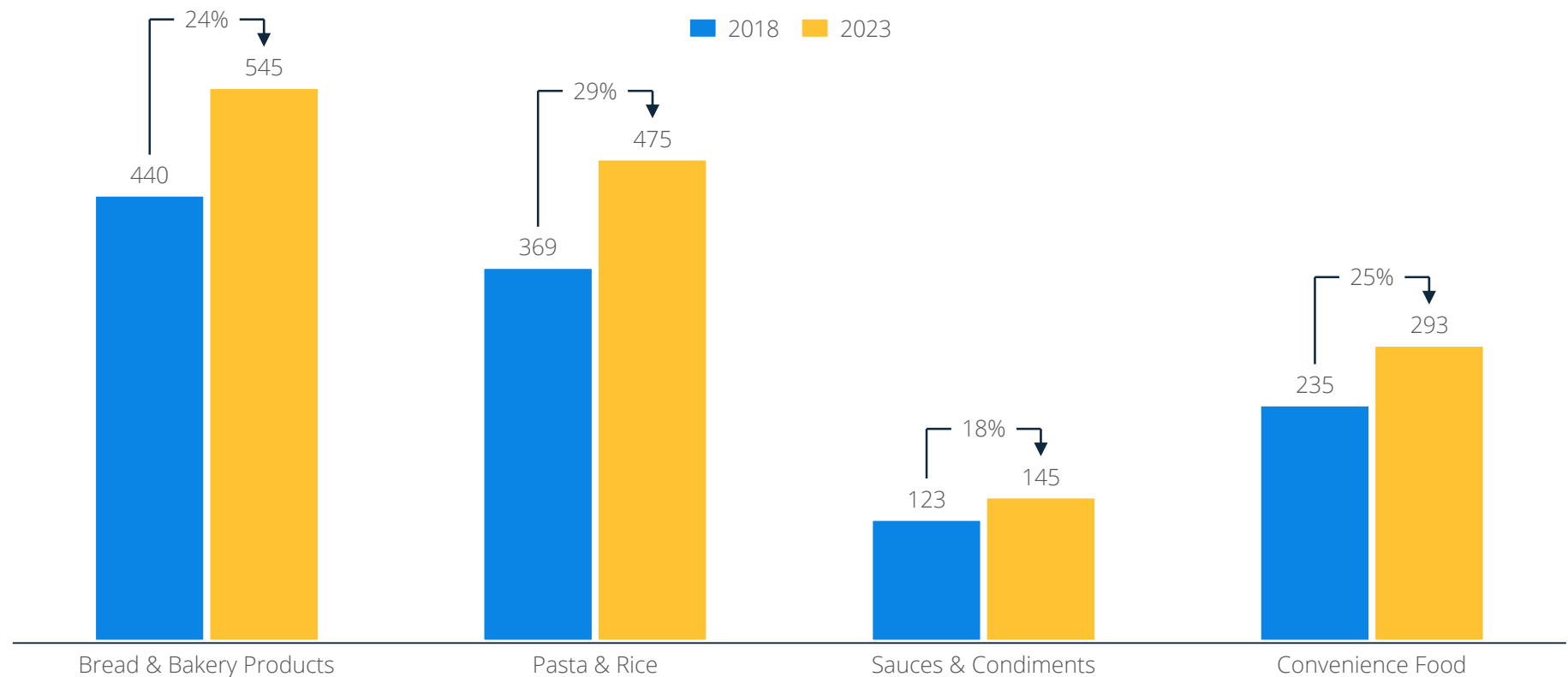
Worldwide revenue in billion US\$



The Pasta & Rice segment will grow in total by 29% between 2018 and 2023

Overview: sales figures (3/6)

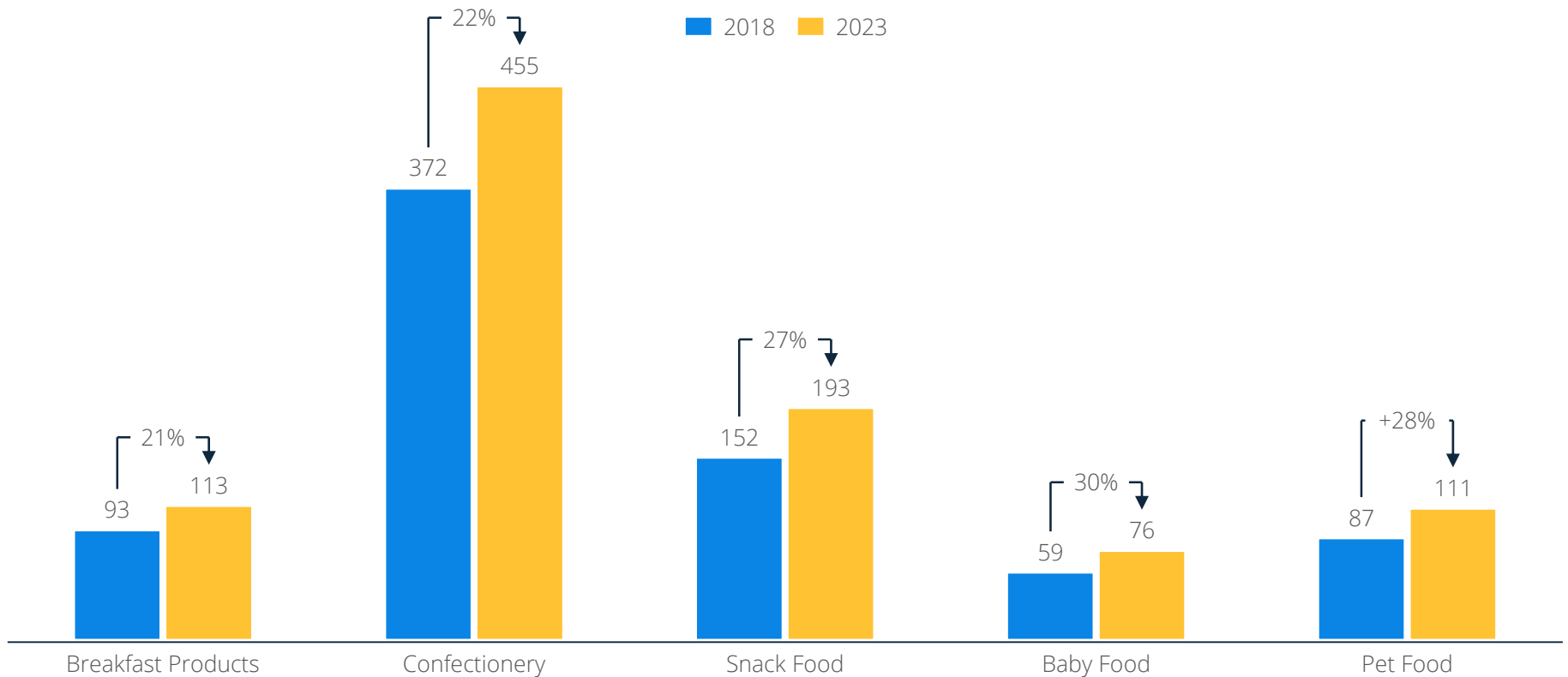
Worldwide revenue in billion US\$



Baby Food is expected to grow by 30% until 2023

Overview: sales figures (4/6)

Worldwide revenue in billion US\$

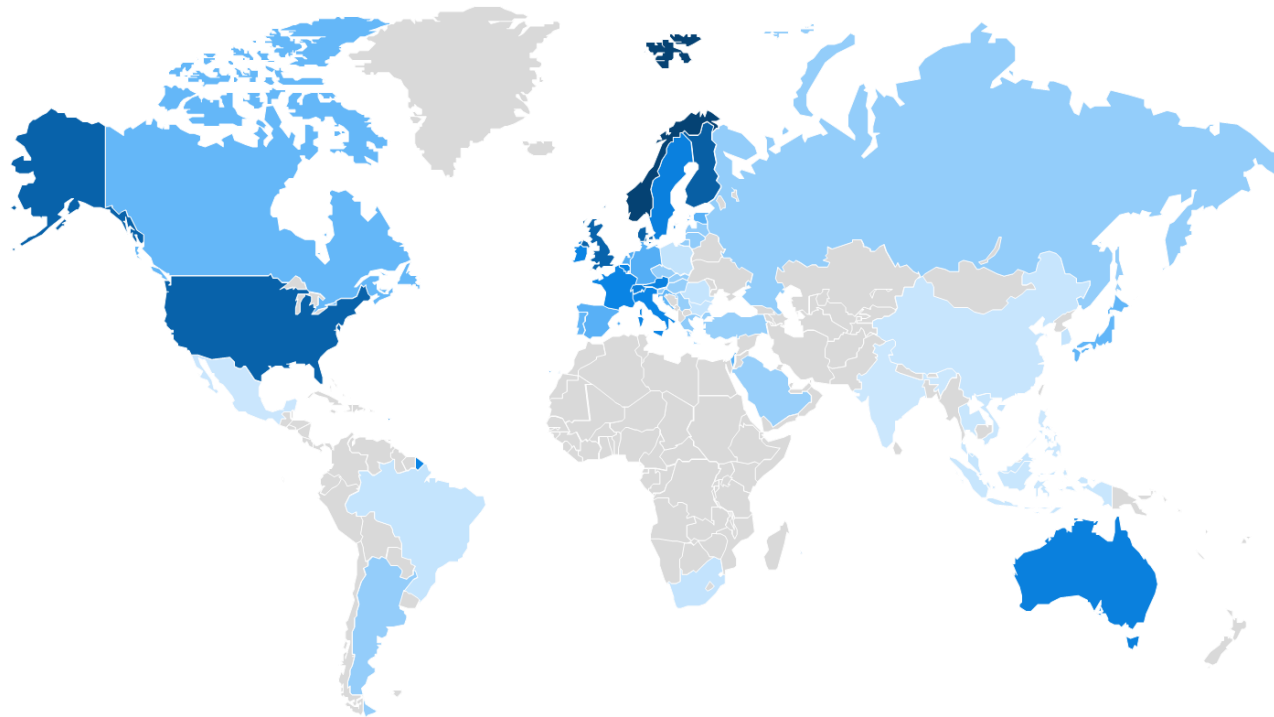


With US\$2,348 per capita, Norwegians spent the most on Food in 2018

Overview: sales figures (5/6)

Per-capita revenue in US\$ in 2018

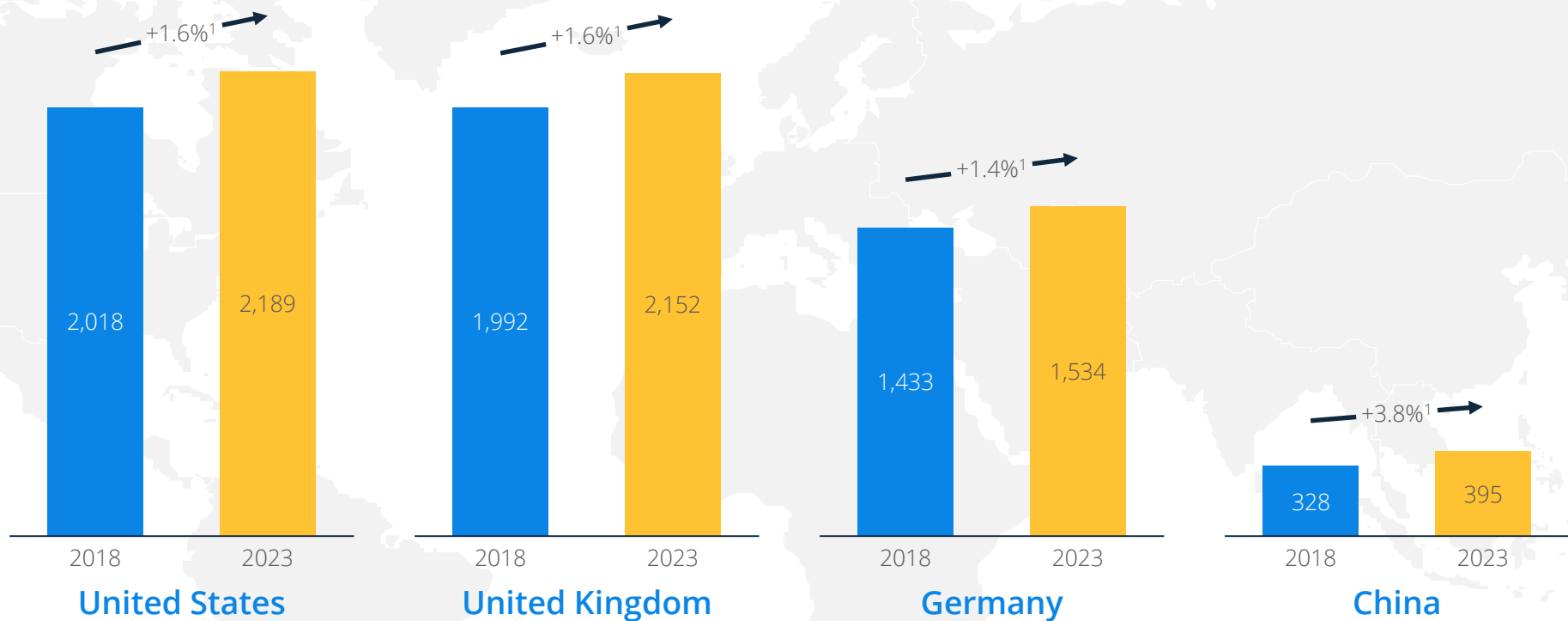
US\$174  US\$2,348  out of scope



The Chinese per-capita revenue is expected to increase at a CAGR¹ of 3.8% from 2018 to 2023

Overview: sales figures (6/6)

Per-capita revenue in US\$



MARKET DRIVERS



Through commodity markets, food markets worldwide are increasingly interconnected

Market drivers: summary

Consumers' heightened awareness of food as one pillar of a healthy and sustainable lifestyle translates into high growth potential. As an aggregate analysis of household spending shows, spending on food for at home consumption as well as spending on restaurant and hotel services is set to grow at above-average rates.

Concerns about health and sustainability have also led to high growth of organic and fair-trade products over the last decade. Organic food retail sales have risen on average by 8.3% every year between 2005 and 2017, the last year for which data was available, to more than US\$100 billion. The most important markets for organic food are the U.S., Germany and France. Fair trade aims to put relationships between food producers in developing countries and consumers in developed countries on a more equal footing by guaranteeing social standards and minimum prices for growers. Global sales of fair trade products have risen even faster than organic food sales and now amount to US\$9.6 billion.

Fair trade products exemplify the global integration of food markets. Most food staples are highly commoditized items that are traded globally. Therefore, sudden spikes or lows in local supply can have repercussions in other regions. However, barring external shocks, prices for most agricultural commodities are expected to stay stable over the forecast period until 2022, with exception of salmon and wheat.



Adjusted for inflation, food spending will grow faster away from home than at home

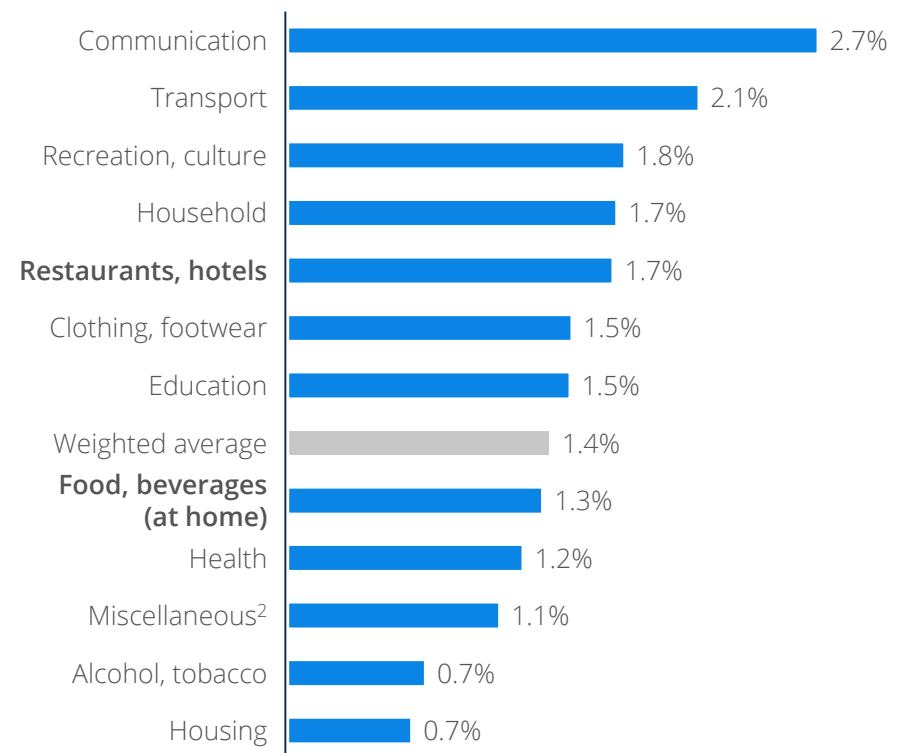
Market drivers: consumer spending

National statistical offices estimate consumption of private households as part of their mission to measure economic activity at large. This consumption expenditure, roughly US\$45 billion in 2018 in the 150 countries included in the Statista Market Outlook, can be classified according to the Classification of Individual Consumption by Purpose (COICOP) into twelve categories that are shown in the diagram to the right.

The diagram shows the projected average growth rates of global consumer spending by category until 2023. Adjusted for the projected inflation, spending on restaurants and hotels is expected to grow faster than spending on food and beverages for at-home consumption. Restaurants and hotels comprise in the COICOP definition both accommodation services of all kinds as well as catering services which include apart from restaurants also bars, coffee shops and similar venues.

The above-average growth in spending on restaurants and hotels indicates a willingness of consumers worldwide to spend more on life-enriching experiences outside their home. Main beneficiaries of this trend are the tourism industry on the one hand and food service establishments on the other hand.

Real worldwide consumer spending CAGR¹ 2018-2023



1 CAGR: Compound Annual Growth Rate/average growth rate per year; real growth (= adjusted for projected category inflation); 2: Personal care, prostitution, personal effects, social protection, insurance, financial services, other services
Source: [Statista Consumer Market Outlook 2019](#), based on national statistical offices

Japan and the Nordic countries have very high price levels for food and beverages

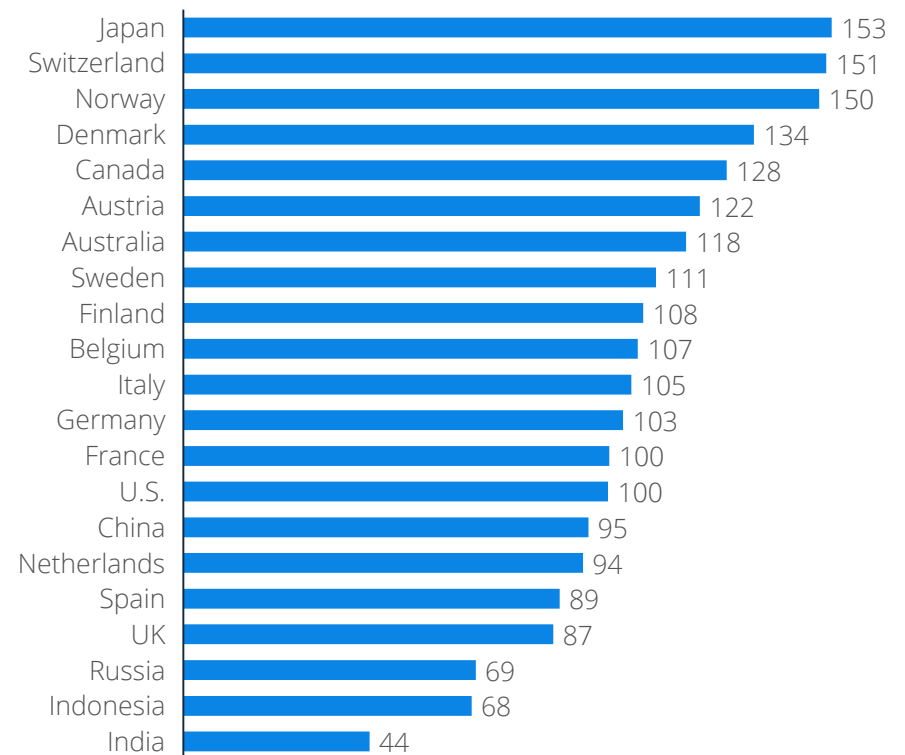
Market drivers: price level index

Every few years, the World Bank compiles the International Comparison Program (ICP) that aims to make national GDP and consumer spending data comparable internationally. This is achieved by providing comparable price and volume measures. The main result are the Purchasing Power Parities (PPP) which are conversion factors that translate economic data from one country to the other not by just adjusting for the currency but also for the price level differential for goods and services.

In the market models underlying the Statista Consumer Market Outlook, we use the nominal price level index data to construct composite indicators. Currently, we are using the most recent price level data for 2011 contained in the International Comparison Program. The U.S. is always the base for our calculation (=100 in every year). Additionally, we adjust for relative currency developments¹ and use inflation data to extrapolate the trend: E.g. if food inflation is higher or lower in Germany than in the U.S. in any given year, Germany's price level index will climb higher or lower, respectively.

This extrapolation is necessary since the study is only published intermittently, but consumer price data are collected continuously. It has to be noted that the price level index is composed of nominal prices weighted for a representative basket of food items that varies by country. But the collected prices are (usually) not weighted for sales volumes which are unavailable from most national statistical offices. Therefore, prices for countries with a high penetration of discounters like Germany might be overstated.

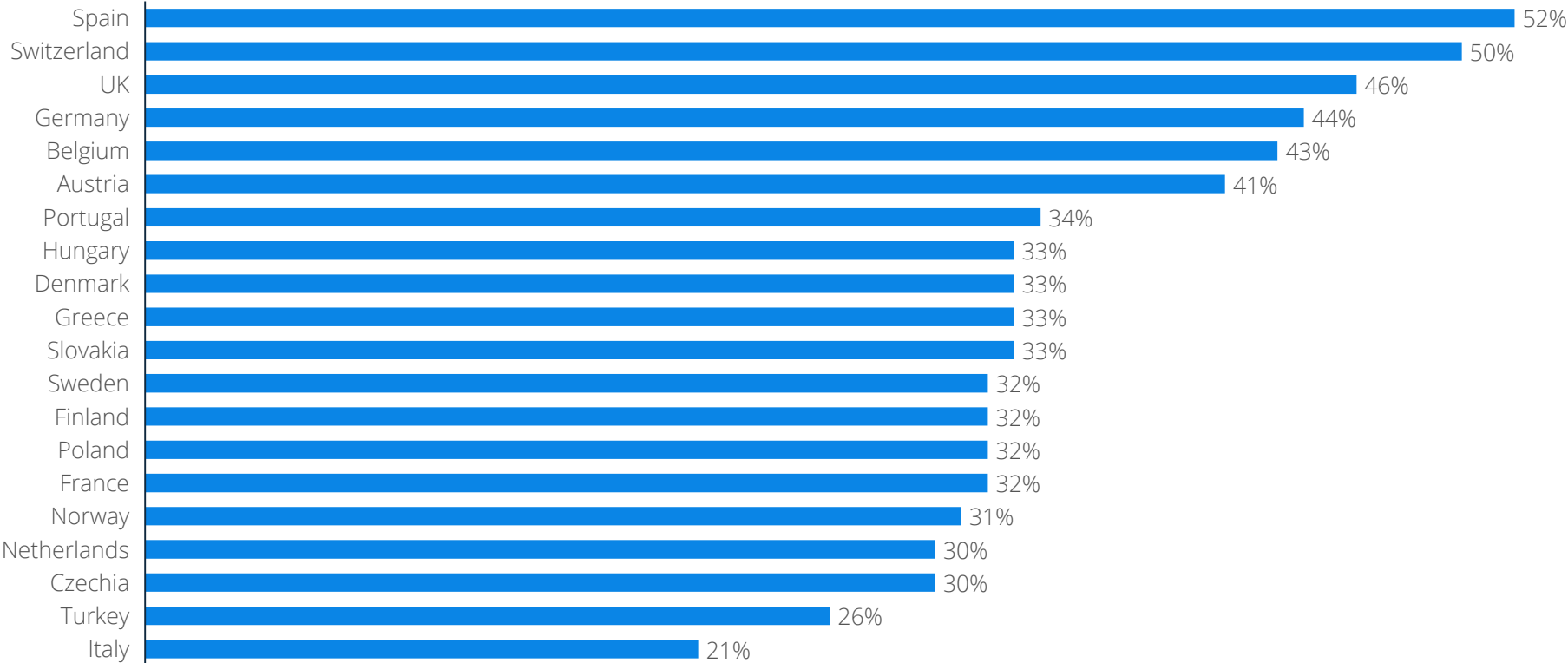
Estimated nominal price level index for food and non-alcoholic drinks in selected countries in 2018 (U.S.=100)¹



Private label puts pressure on brand manufacturers' margins in Europe

Market drivers: private label (1/2)

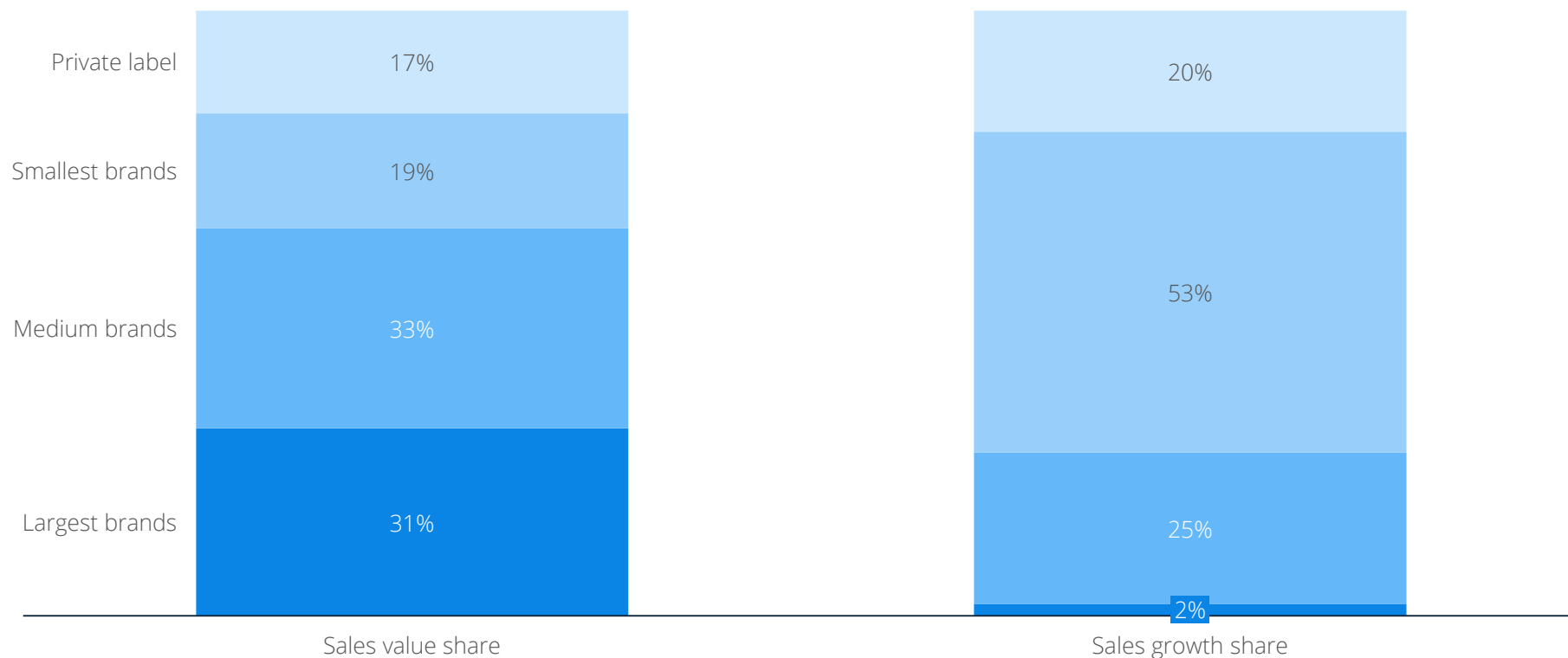
Volume share of private label brands in grocery retail in 2017



Small brands and private label drive sales and together account for 73% of all growth in the U.S.

Market drivers: private label (2/2)

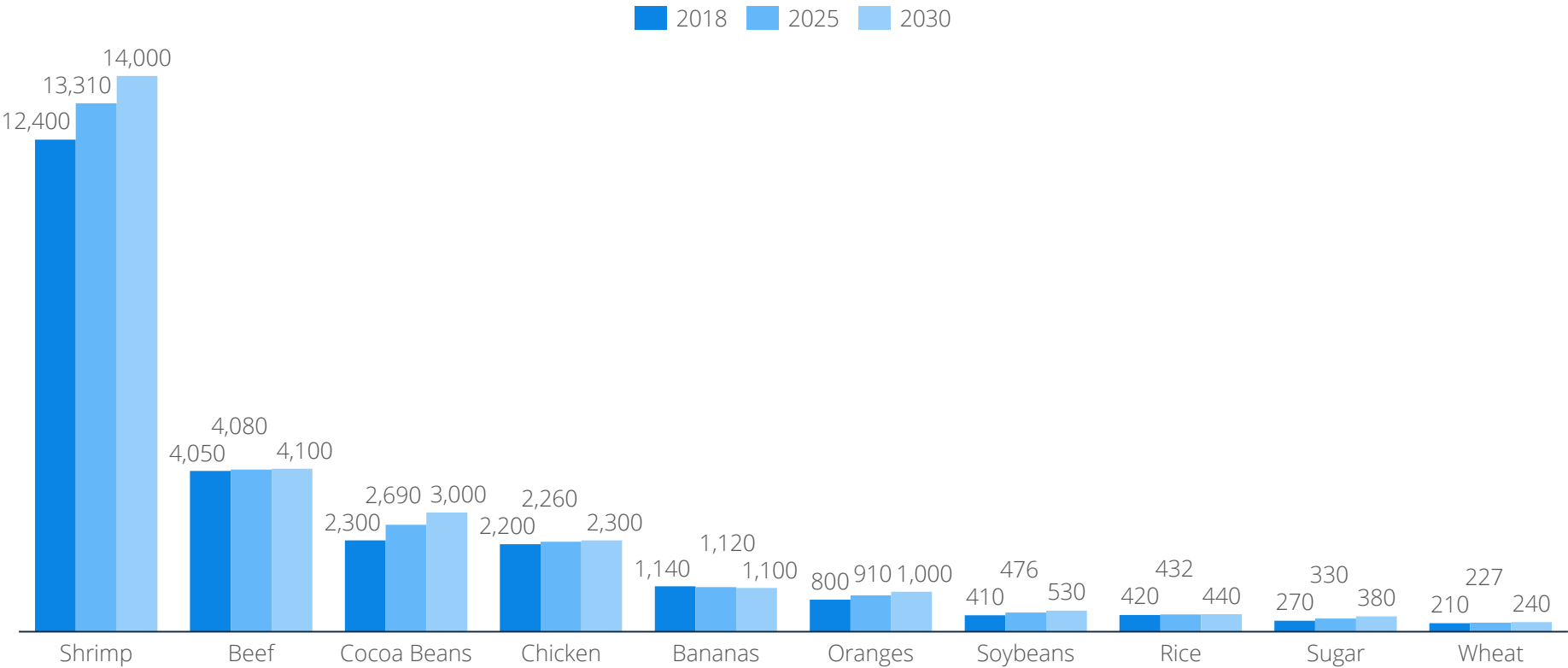
Sales value and growth share in U.S. grocery retail in 2017¹



Barring external shocks, most commodity prices are expected to realize little growth in the coming years

Market drivers: commodity prices

Nominal price forecasts for selected agricultural commodities in US\$ per ton



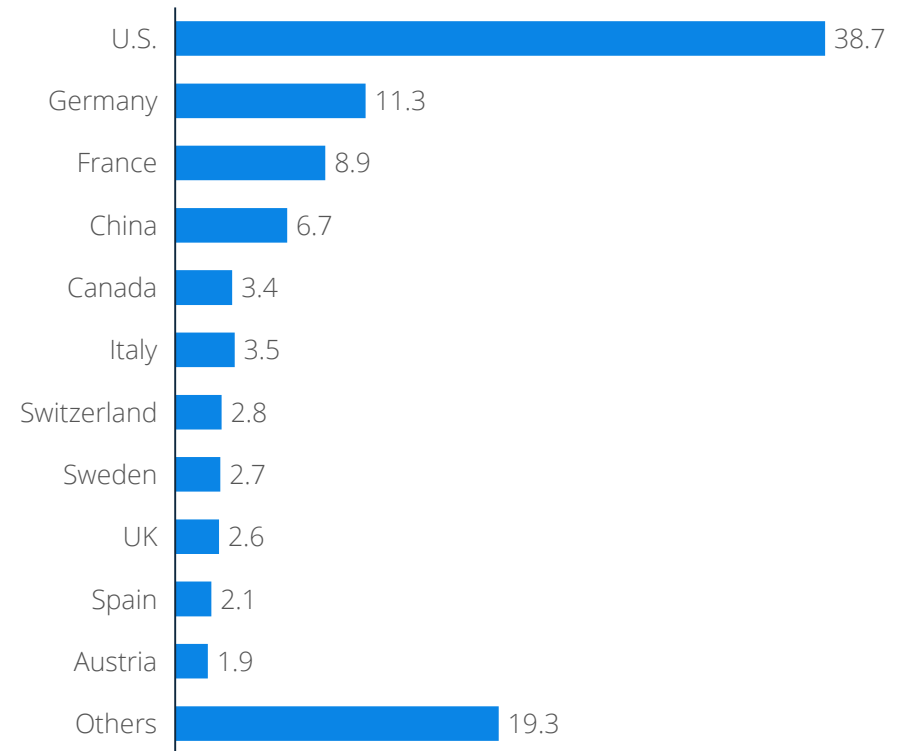
Worldwide organic food sales have almost tripled between 2005 and 2017

Market drivers: organic food

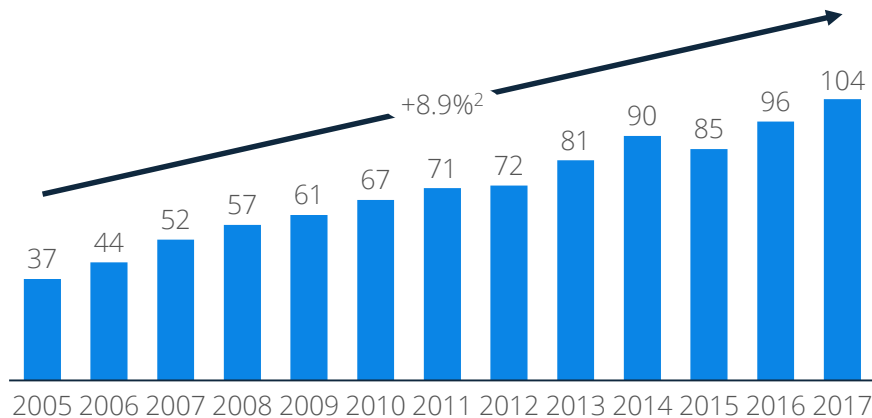
Organic food denotes food that has been produced by farmers adhering to organic farming standards. Apart from official national and international certifications, multiple independent labels by various associations exist. They have the common goal to make agriculture as sustainable as possible by using as little synthetic fertilizers and pesticides in the production process as possible.

In comparison to conventional agriculture, yields of organic farming are often lower, resulting in higher prices. However, consumers are increasingly prepared to pay a premium, as worldwide sales have grown on average 8.9% every year between 2005 and 2017.

Organic food sales in 2017 in billion US\$



Worldwide sales of organic food in billion US\$¹



1: Values are depicted in current US\$ and are not adjusted for currency effects. The decline in 2015 is therefore solely attributable to a depreciation of the Euro in that year versus the US\$. 2: CAGR: Compound Annual Growth Rate / average growth rate per year
Source: FiBL

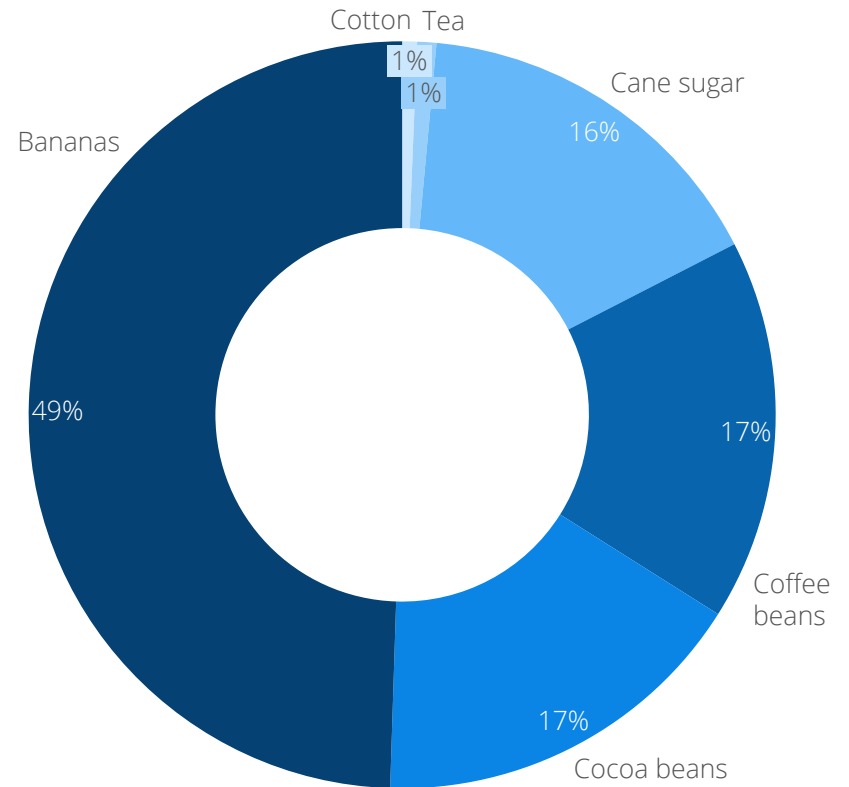
Fair trade is a driver for fostering change through consumption

Market drivers: fair trade

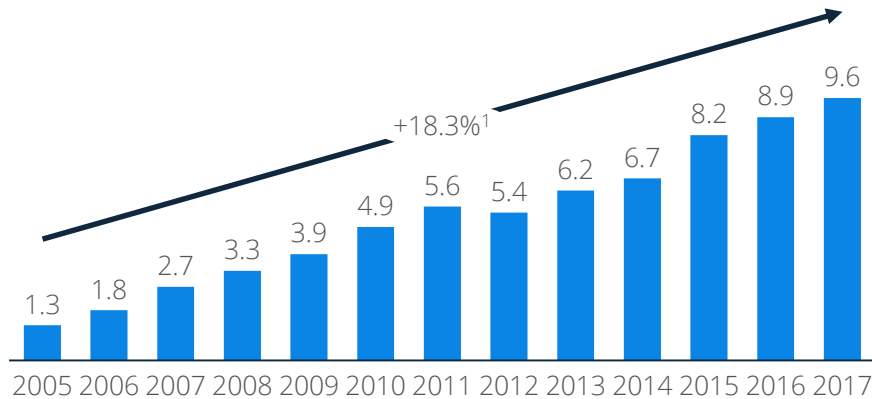
Fair trade is a label issued by several trade associations that are organized under the umbrella of Fairtrade International. It certifies ethical and ecological minimum standards like guaranteed lower barriers for prices for agricultural products from developing nations.

The fair trade label allows consumers to counteract unfavorable terms of trade that often work to the detriment of food exporting countries in the developing world. They are often highly dependent on exports of one or few commodities whereas buyers in developed nations can choose between many potential suppliers.

Sales volume shares of fair trade commodities in 2017



Worldwide sales of fair trade products in billion US\$



CONSUMER INSIGHTS



Consumers long for health and sustainability

Consumer Insights: summary

Consumers across the countries surveyed in Statista's Global Consumer Survey are interested in food, and it is a popular topic in online conversations where they engage with food content by talking about it, sharing or liking it. The online dialogue is increasingly driven by bloggers, vloggers and similar influencers. Already, almost a third of U.S. and more than a quarter of Chinese online consumers stated to have bought food advertised by influencers within the last year. However, probably due to a high degree of commoditization, overall brand awareness is relatively low for food in comparison to other consumer goods categories.

Among product features consumers care about, items related to health and sustainability rank high. Also visible is a heightened awareness for food safety among Chinese consumers who had to contend with multiple food scandals in the recent past. The share of respondents who try to avoid artificial flavors and sweeteners is highest in Europe and China, while British and North American consumers are less worried by them. In return, North American consumers claim to suffer more from food intolerances, highlighting the importance of free-from products. People who try to eat less meat (flexitarians), do not eat meat (vegetarians) or do not eat any animal products (vegans) have become sizable target groups in the countries surveyed. Among mentions related to sustainability, a preference for regional food ranked highest with on average 44% while 31% and 29%, respectively, professed a preference for organic and fair trade products.

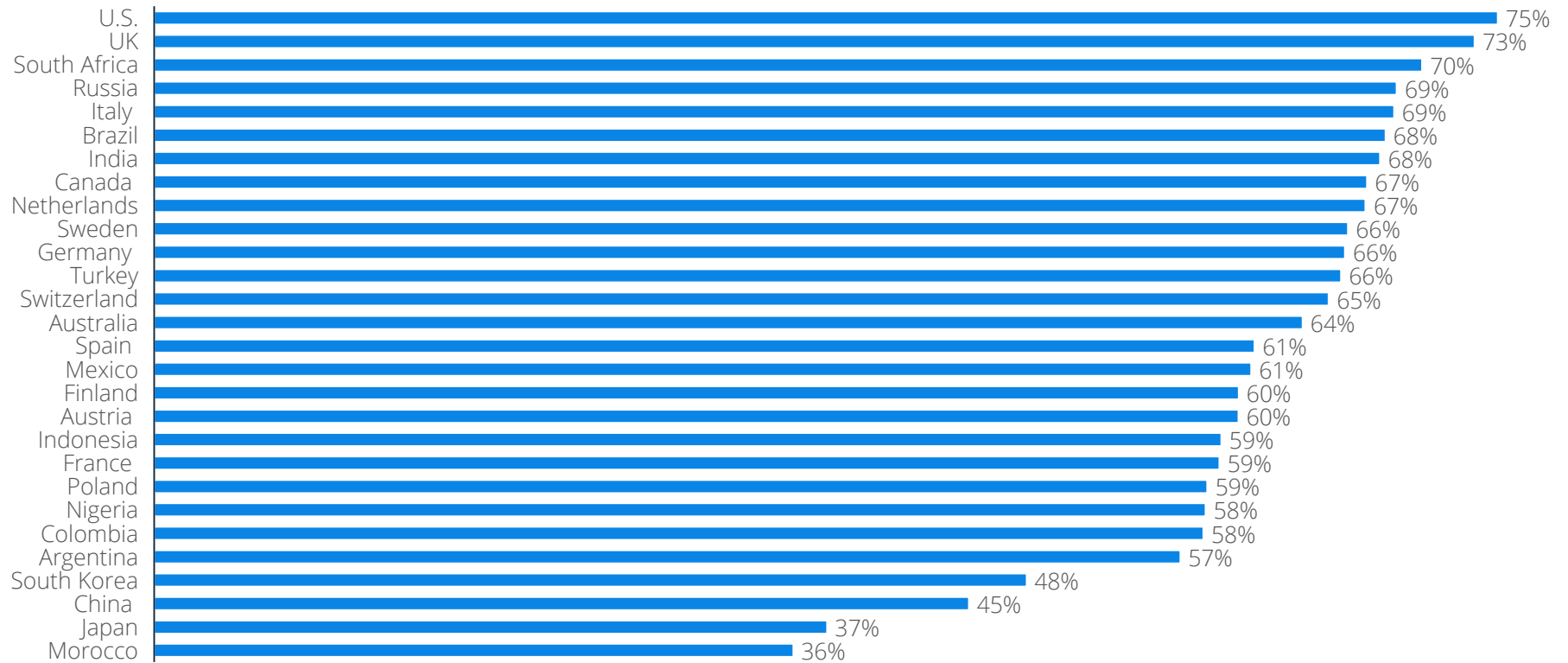


Many consumers are interested in food

Consumer Insights: engagement (1/4)



Share of respondents who are interested in food & drinks

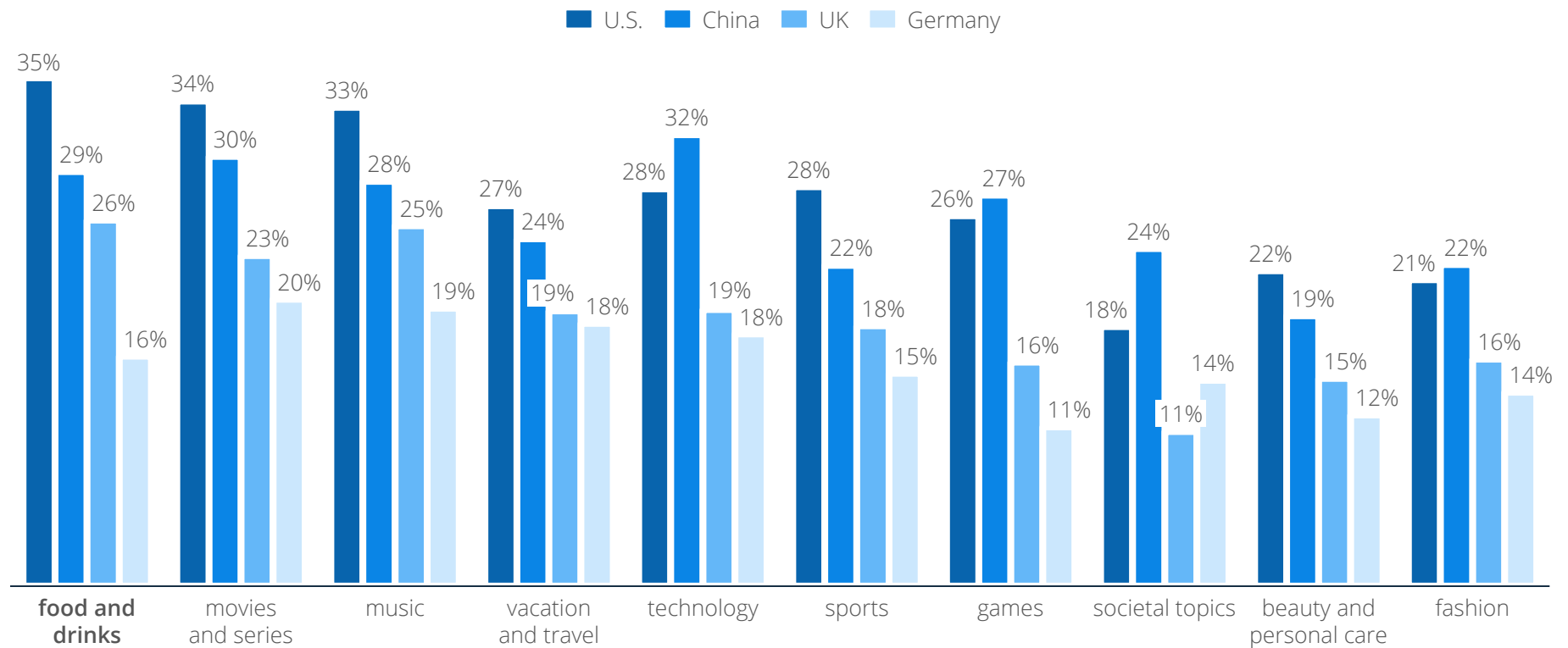


Food is a popular topic in online conversations

Consumer Insights: engagement (2/4)



Topics engaged with online by talking about or liking them



"On which of these topics have you expressed your opinion on the internet in the past 4 weeks (e.g. by "liking" an article on social media)?"; Multi Pick; n=10,242

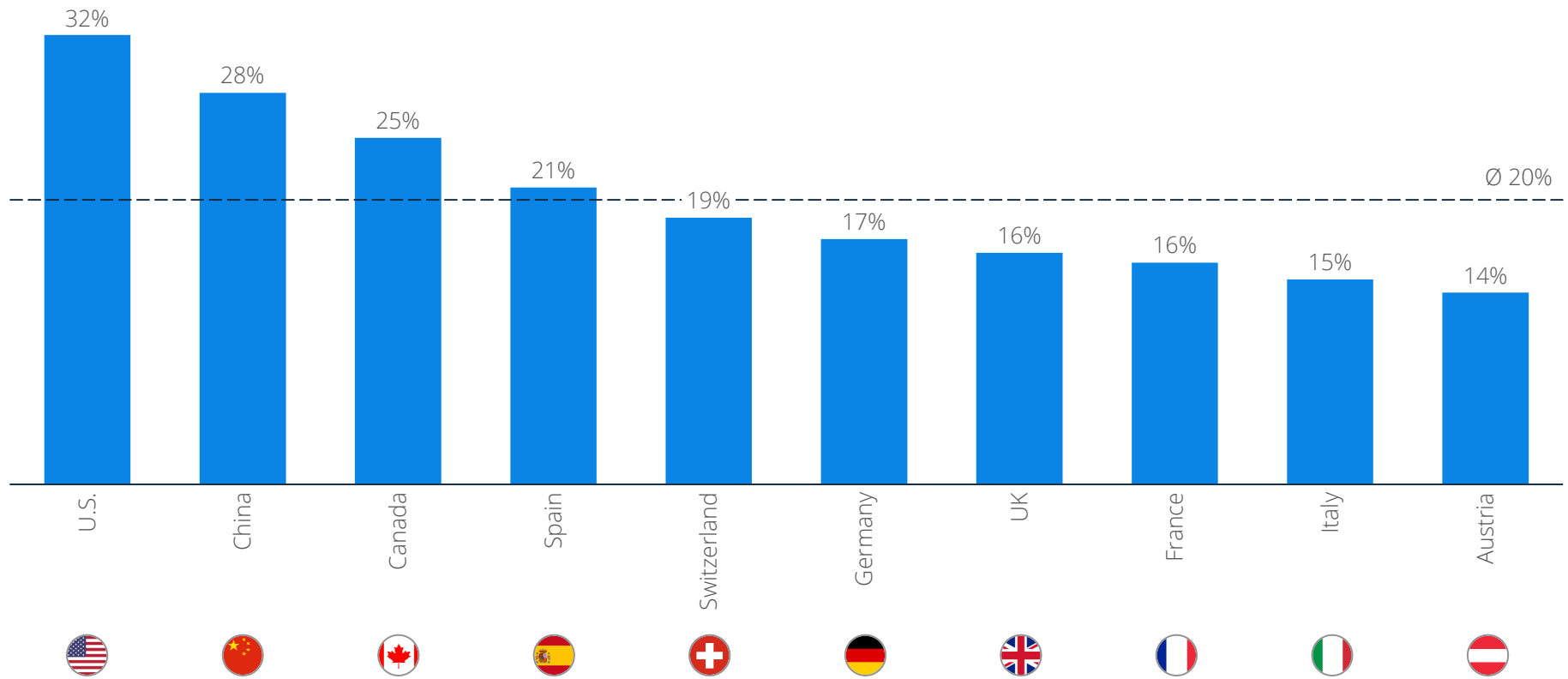
Source: [Statista Global Consumer Survey](#), data from: September 2018

Almost a third of U.S. online consumers has bought food advertised by influencers

Consumer Insights: engagement (3/4)



Share of respondents who bought food & drinks advertised by influencers within the last 12 months



"Which of these products or services have you bought / used in the past 12 months because bloggers / YouTubers or other famous people advertised them?"; Multi Pick; n=22,117

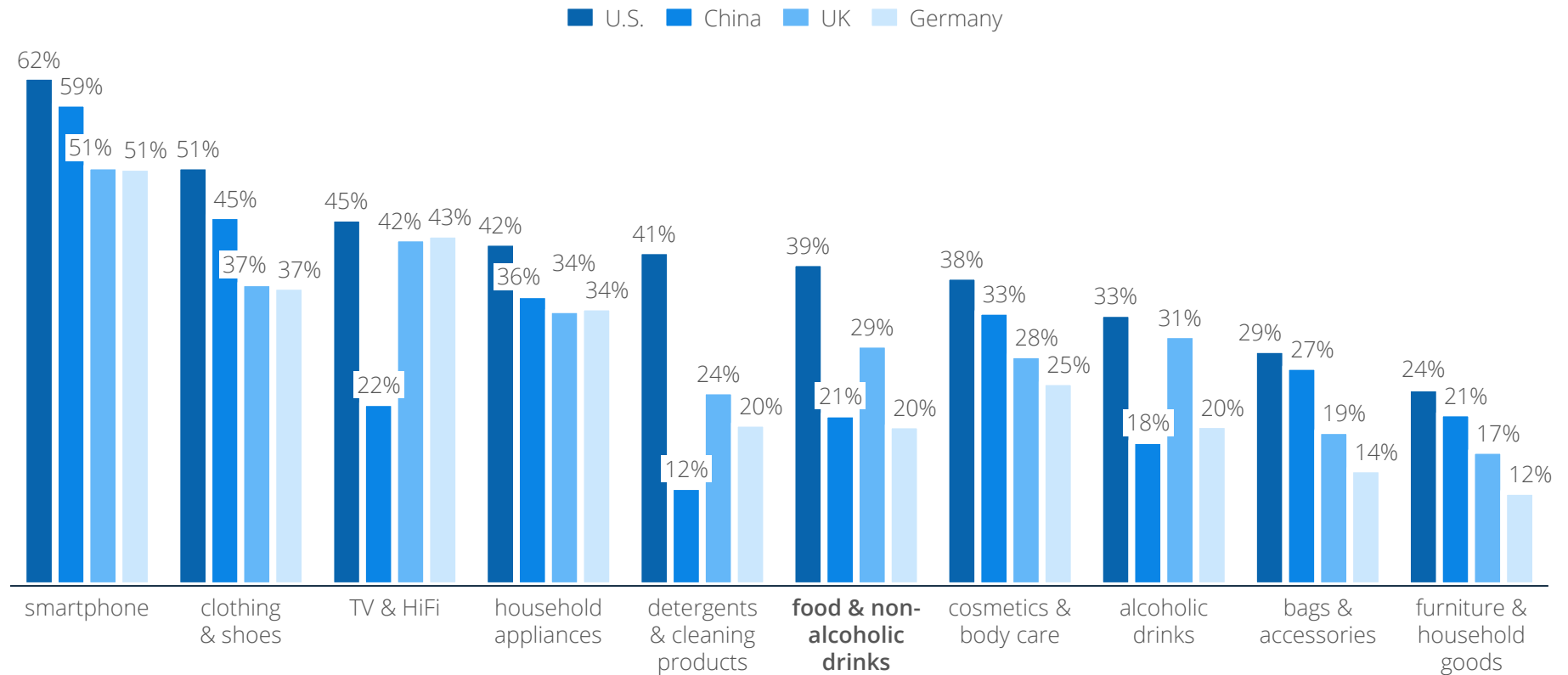
Source: [Statista Global Consumer Survey](#), data from: September 2018

Brand awareness for food is relatively low

Consumer Insights: engagement (4/4)



Percentage of internet users paying particular attention to brands

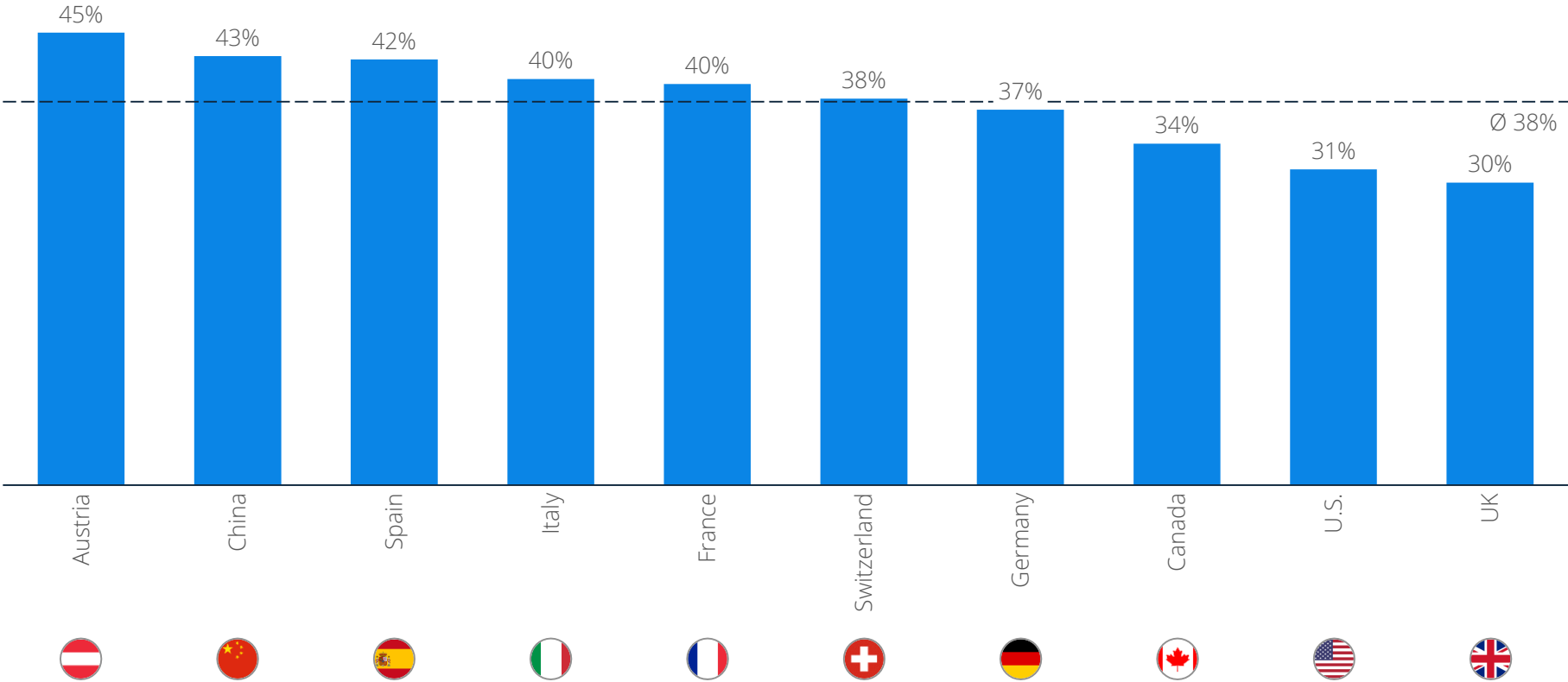


European and Chinese consumers are especially wary of artificial flavors

Consumer Insights: health and sustainability (1/8)



Share of respondents who avoid artificial flavors and preservatives

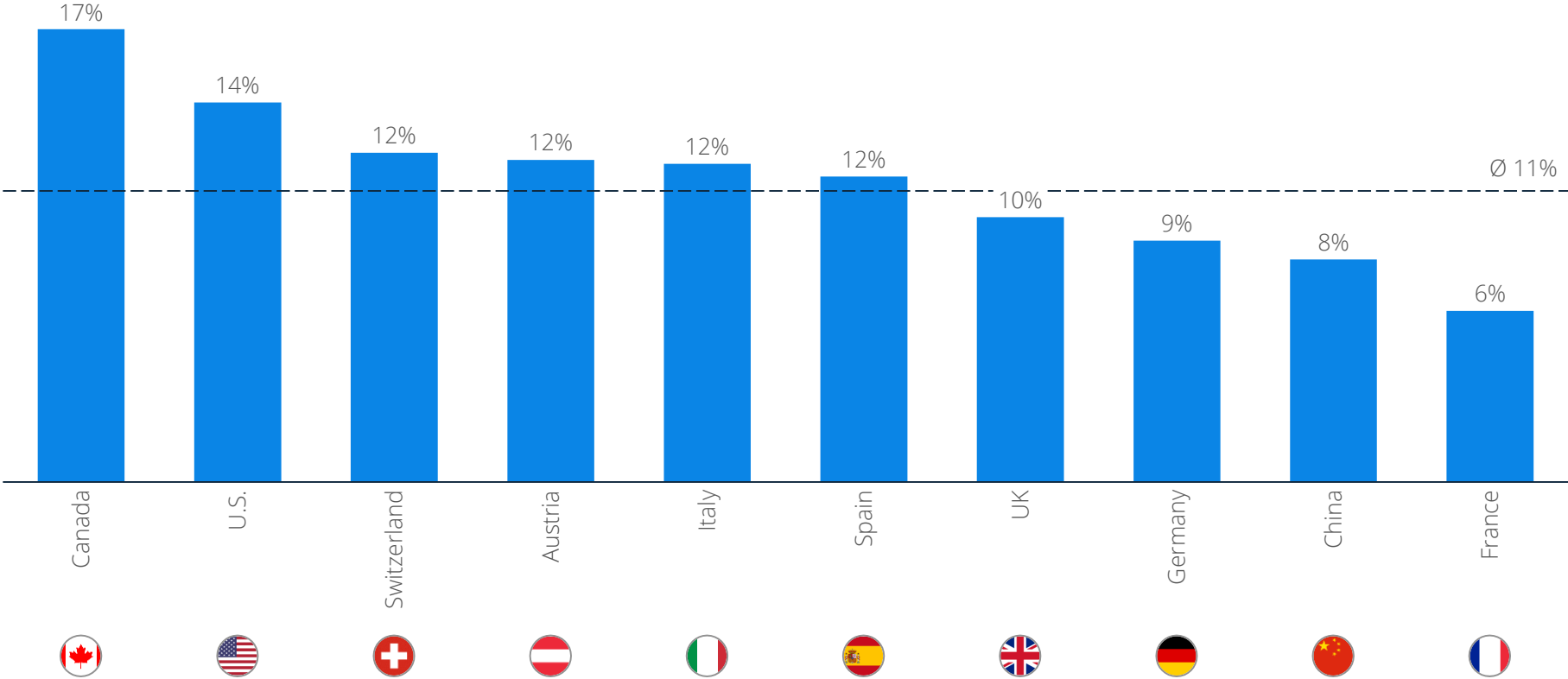


Self-reported food intolerances are most prevalent in North America

Consumer Insights: health and sustainability (2/8)



Share of respondents who say they have one or more food intolerance

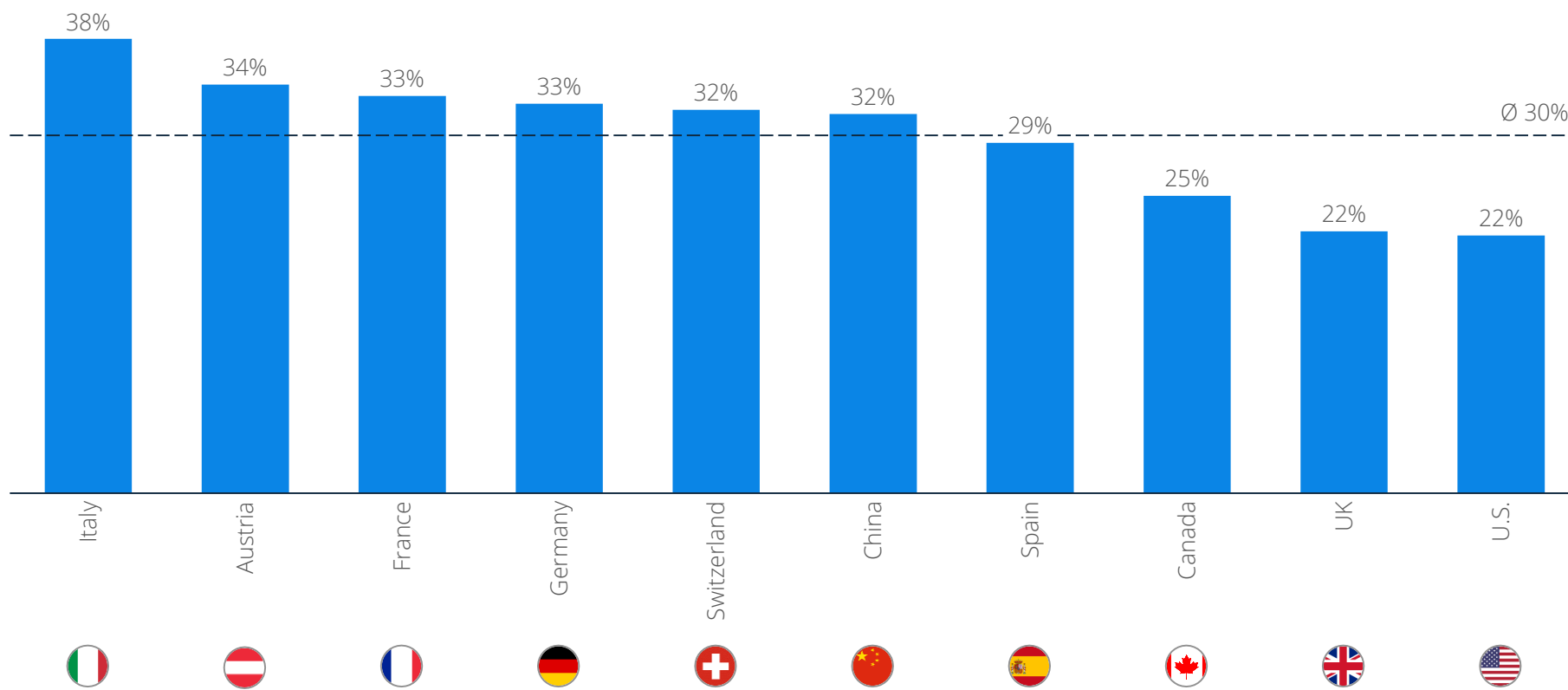


The Italians have the highest share of flexitarians

Consumer Insights: health and sustainability (3/8)



Share of respondents who try to eat less meat

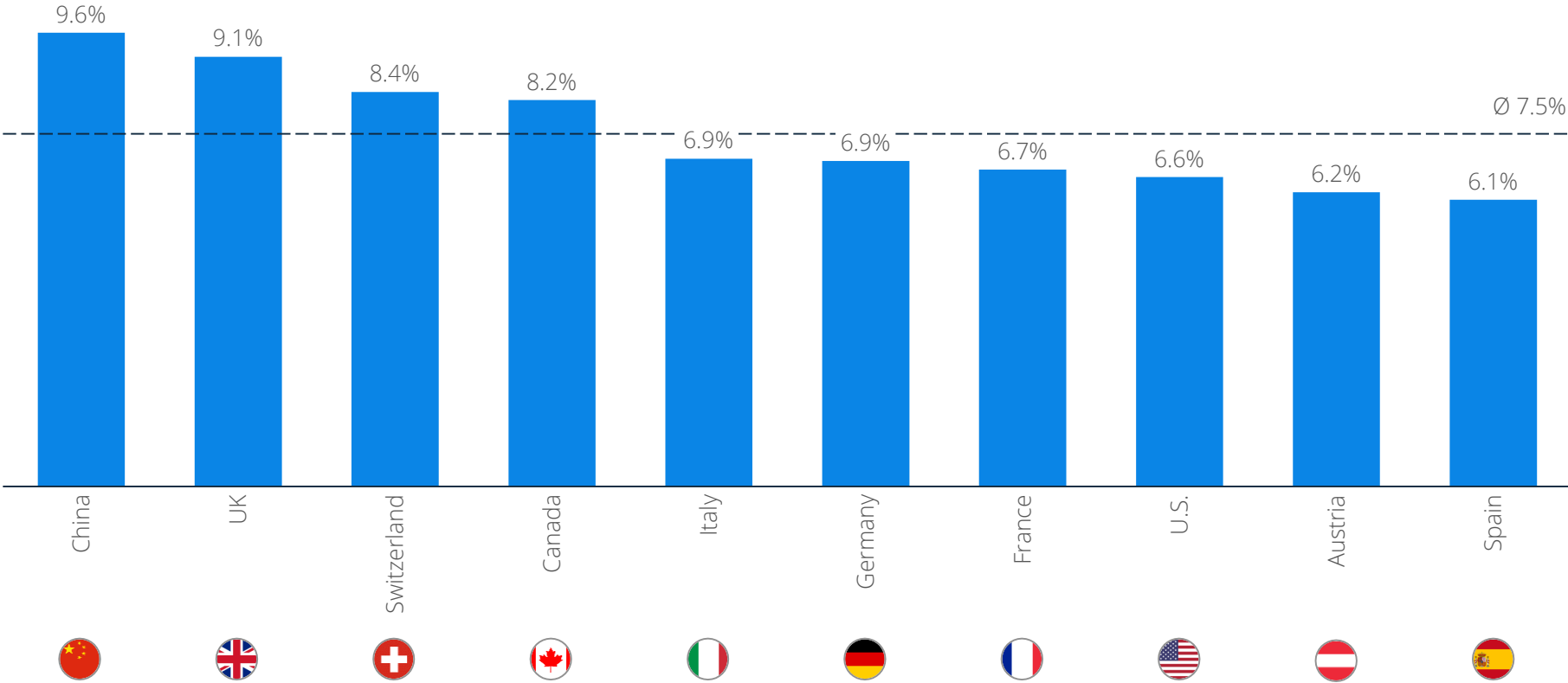


China has the highest share of vegetarians

Consumer Insights: health and sustainability (4/8)



Share of respondents who do not eat meat

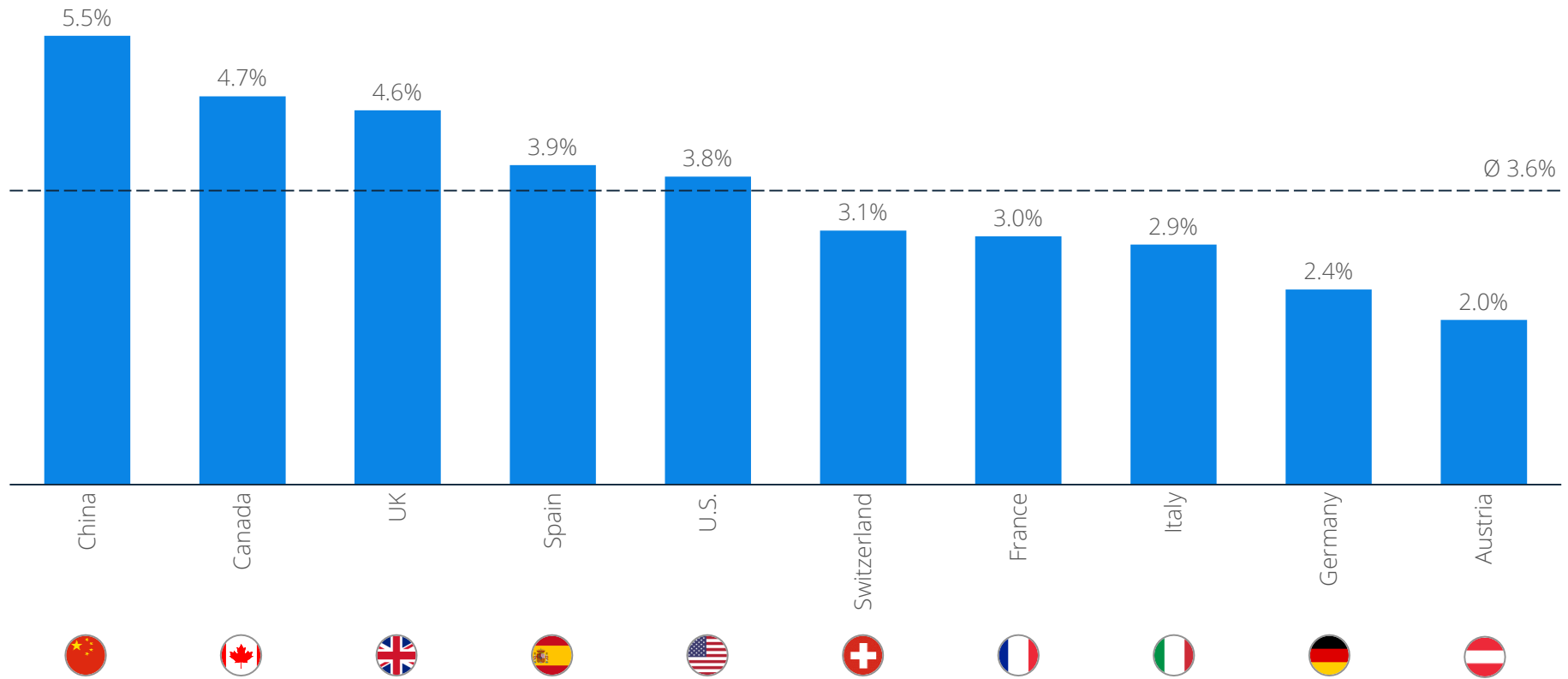


China has the highest share of vegans

Consumer Insights: health and sustainability (5/8)



Share of respondents who do not eat animal products

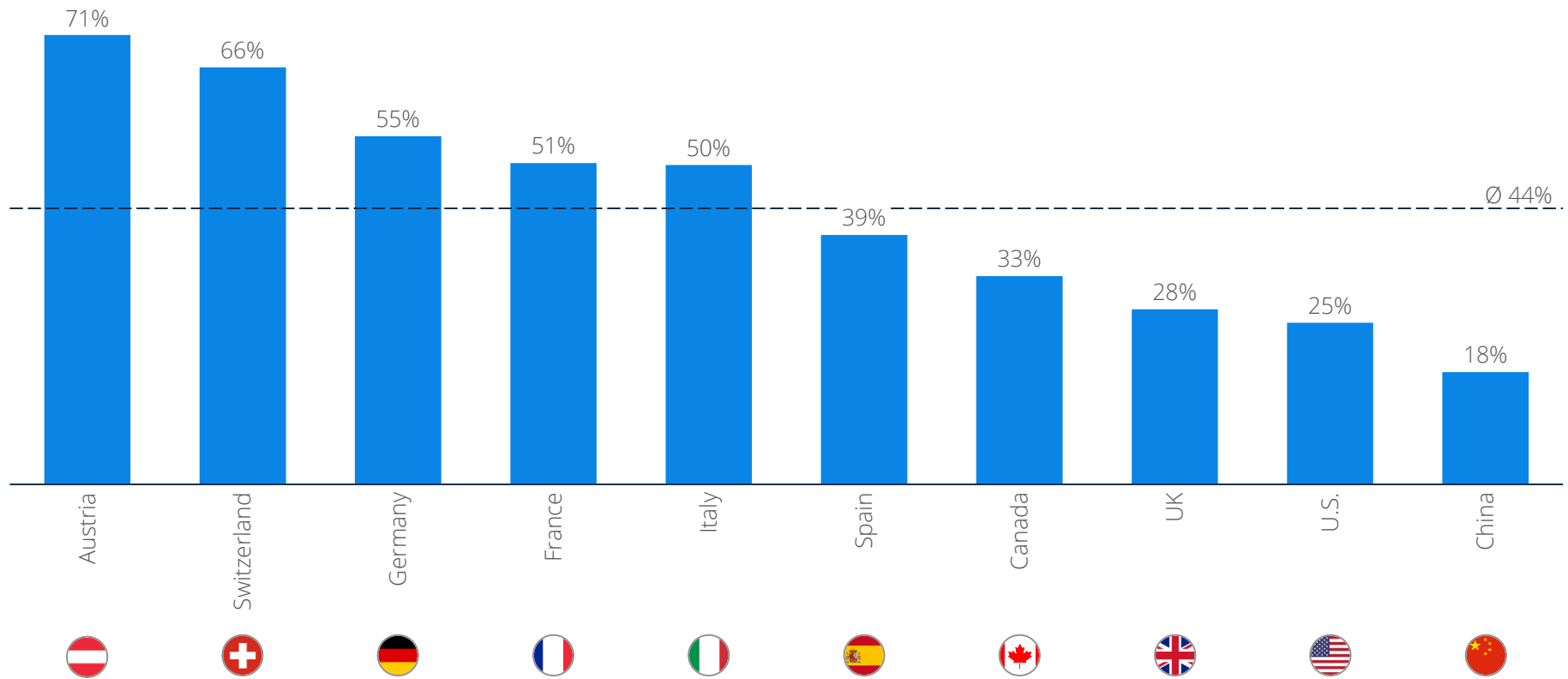


Austrian, Swiss and Germans care the most about regional food

Consumer Insights: health and sustainability (6/8)



Share of respondents who prefer regional food products

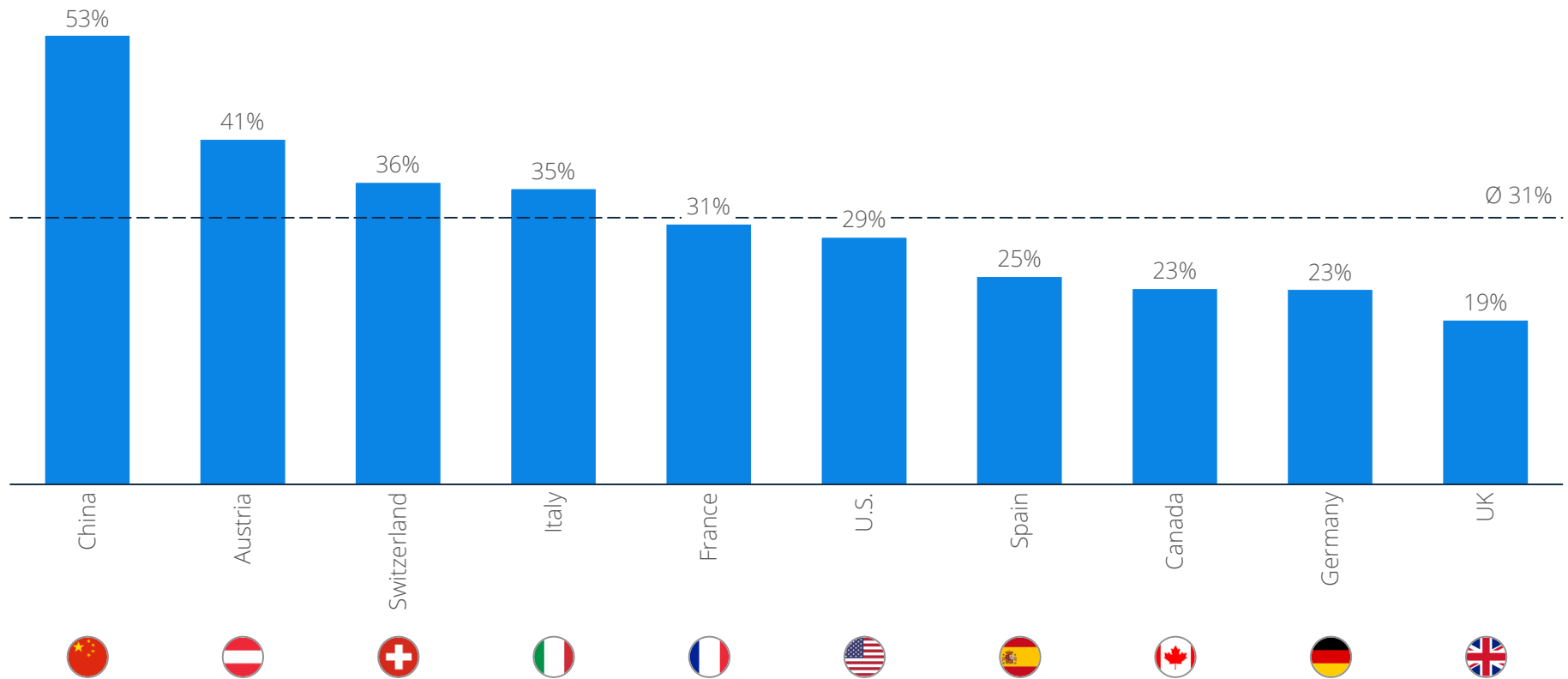


Chinese and Austrian consumers prefer organic food the most in an international comparison

Consumer Insights: health and sustainability (7/8)



Share of respondents who prefer organic food products

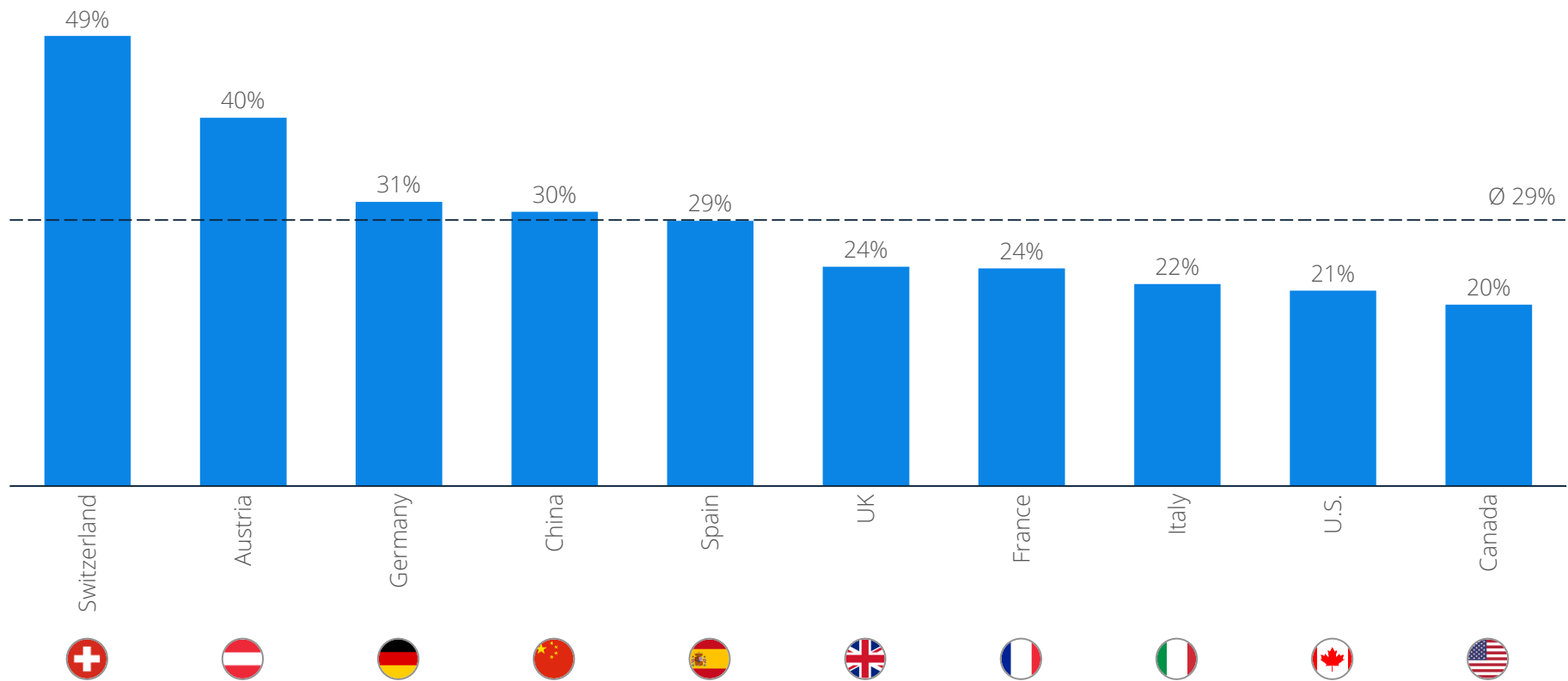


Swiss and Austrian consumers are the most sensitive in terms of fair trade food

Consumer Insights: health and sustainability (8/8)



Share of respondents who prefer fair trade food products



SALES CHANNELS



Food is an emerging category in global eCommerce

Sales channels: summary

eCommerce has fundamentally changed the structure of trading goods. Currently, global user penetration stands at 49%. The proliferation of internet-enabled devices and the increasing number of online stores have led to an inevitable change within the retail landscape. Naturally, this has also had a tremendous influence on shopping behaviors.

Nowadays, there are two major ways for a retailer to bring products or services to market – online and offline. The online sales channel refers to the purchase of physical goods via the internet – on a desktop PC, tablet or smartphone. The offline sales channel covers all purchases in stationary stores, via telesale or mailorder (e.g. print catalogs).

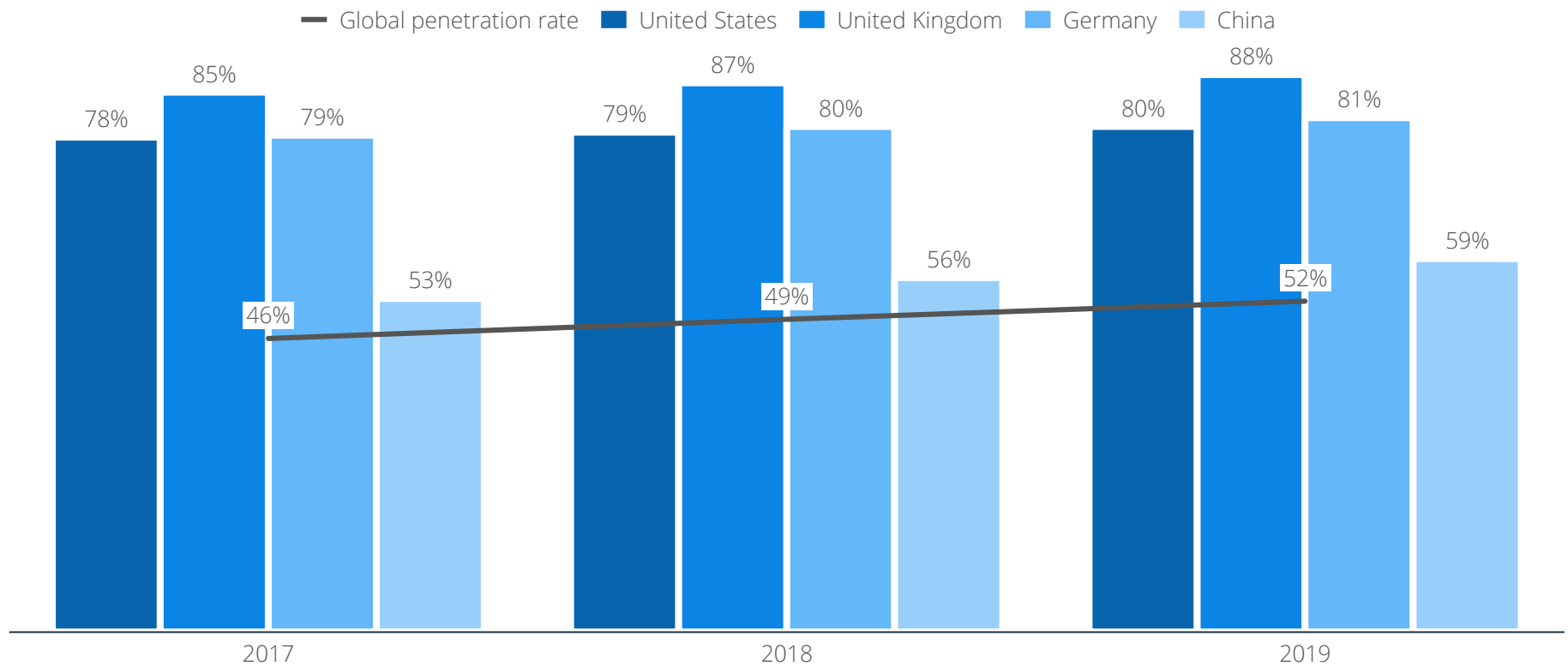
The relative bulk of food items, their low price per kilogram and the logistical challenge of the chill chain have so far prevented the emergence of food as a major category in online retailing. The eCommerce share is highest in countries where established grocery players have implemented channel convergence strategies that allow for a seamless connection of online purchase and offline pickup at physical stores.



eCommerce penetration in the four main markets increased only slightly over the past three years

Sales channels: eCommerce overview (1/3)

eCommerce¹ penetration rate

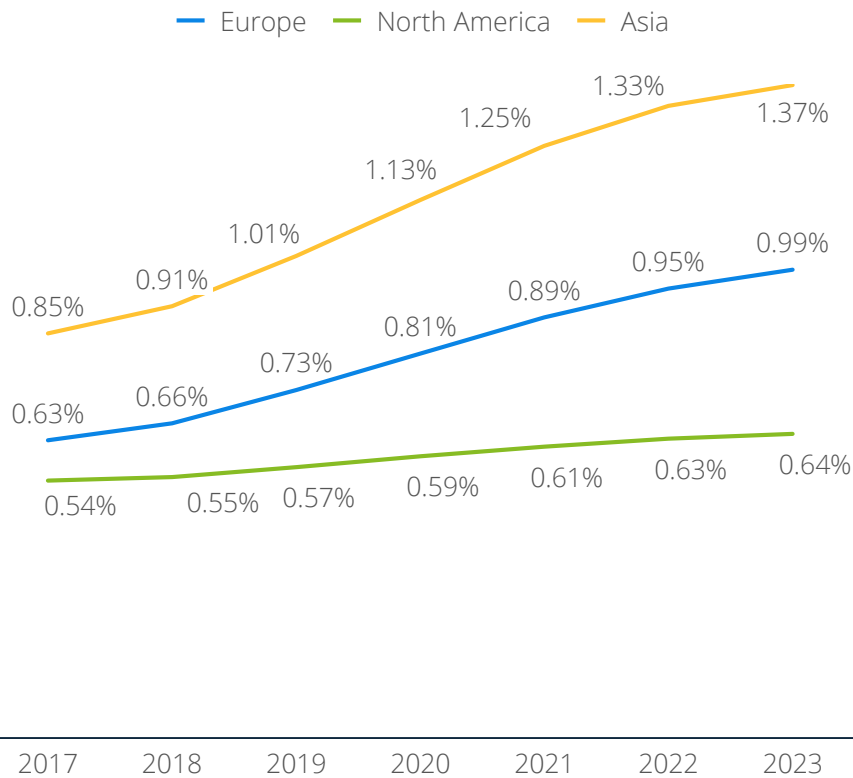


1: Refers to the total eCommerce market including all segments
Source: Statista Consumer Market Outlook 2019, Statista Digital Market Outlook 2019

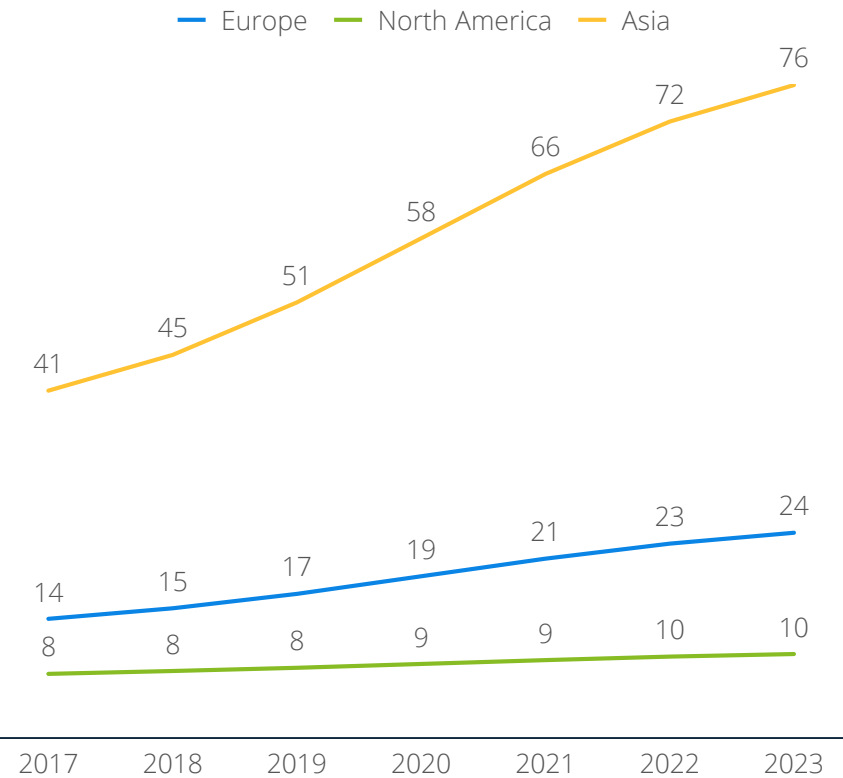
Food and beverages are the final frontier in global eCommerce

Sales channels: eCommerce overview (3/3)

Food & Beverages online share¹



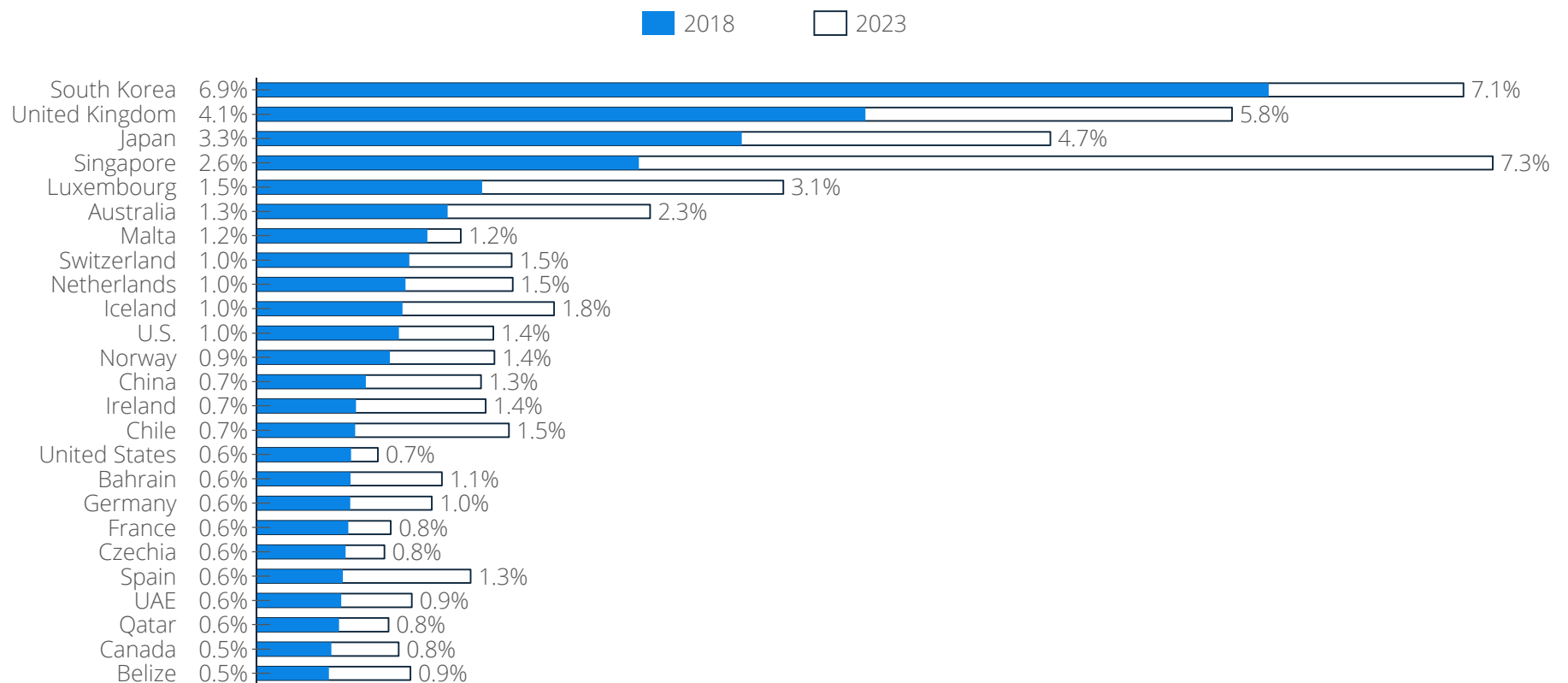
Food & Beverages eCommerce revenue in billion US\$



In 2023 almost 6 percent of consumer spending on food and tobacco in the UK will happen online

Sales channels: regional comparison

Top-25 countries and regions by Food & Beverages online share¹



¹: Share of total consumer spending (at home consumption) on food, beverages and tobacco, adjusted for projected inflation
 Source: [Statista Consumer Market Outlook 2019](#)

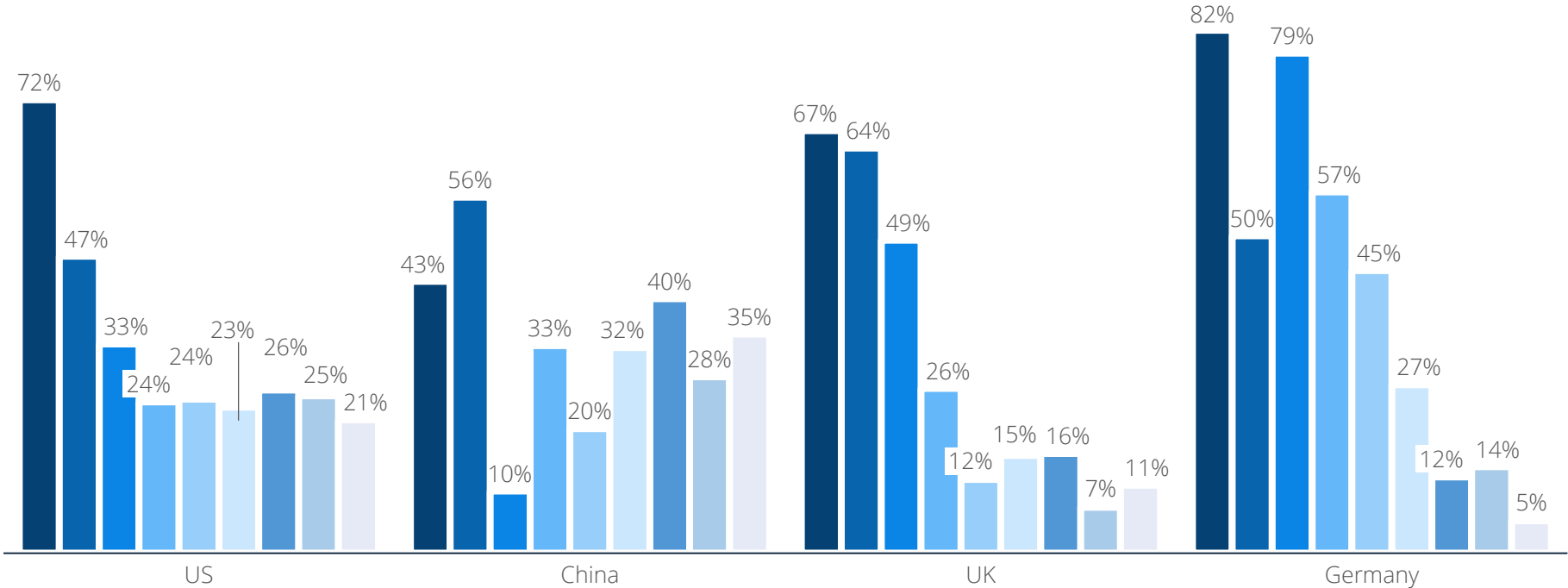
Supermarkets and hypermarkets are the most important sales channels for groceries

Sales channels: grocery shopping by channel



Grocery shopping by selected store types

- supermarket
- discount store
- drugstore
- online store / online retail
- convenience store / kiosk
- hypermarket
- bakery or deli
- farmer's market
- health food store

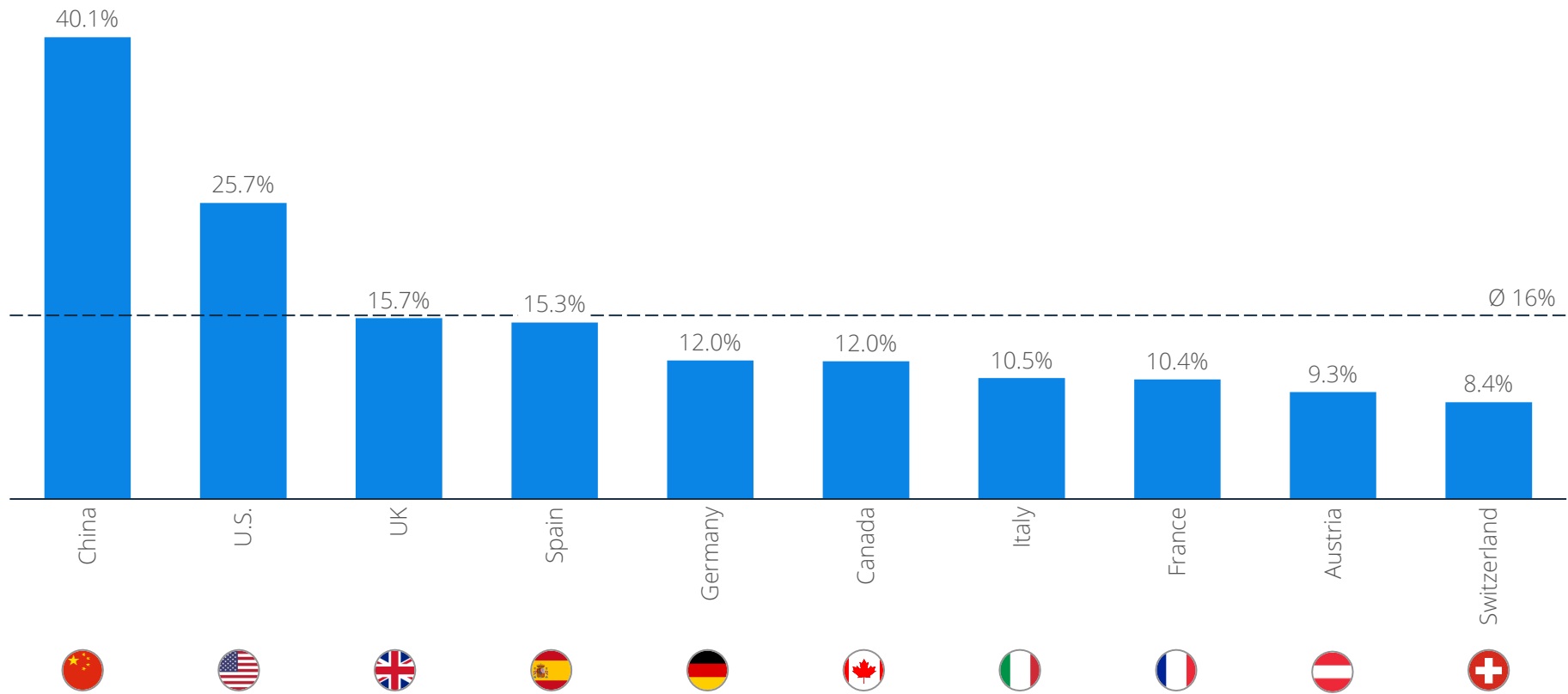


Two out of five Chinese online consumers regularly buy food over the internet

Sales channels: food online shopping (1/6)



Share of respondents who regularly use online stores to buy food and products for everyday use

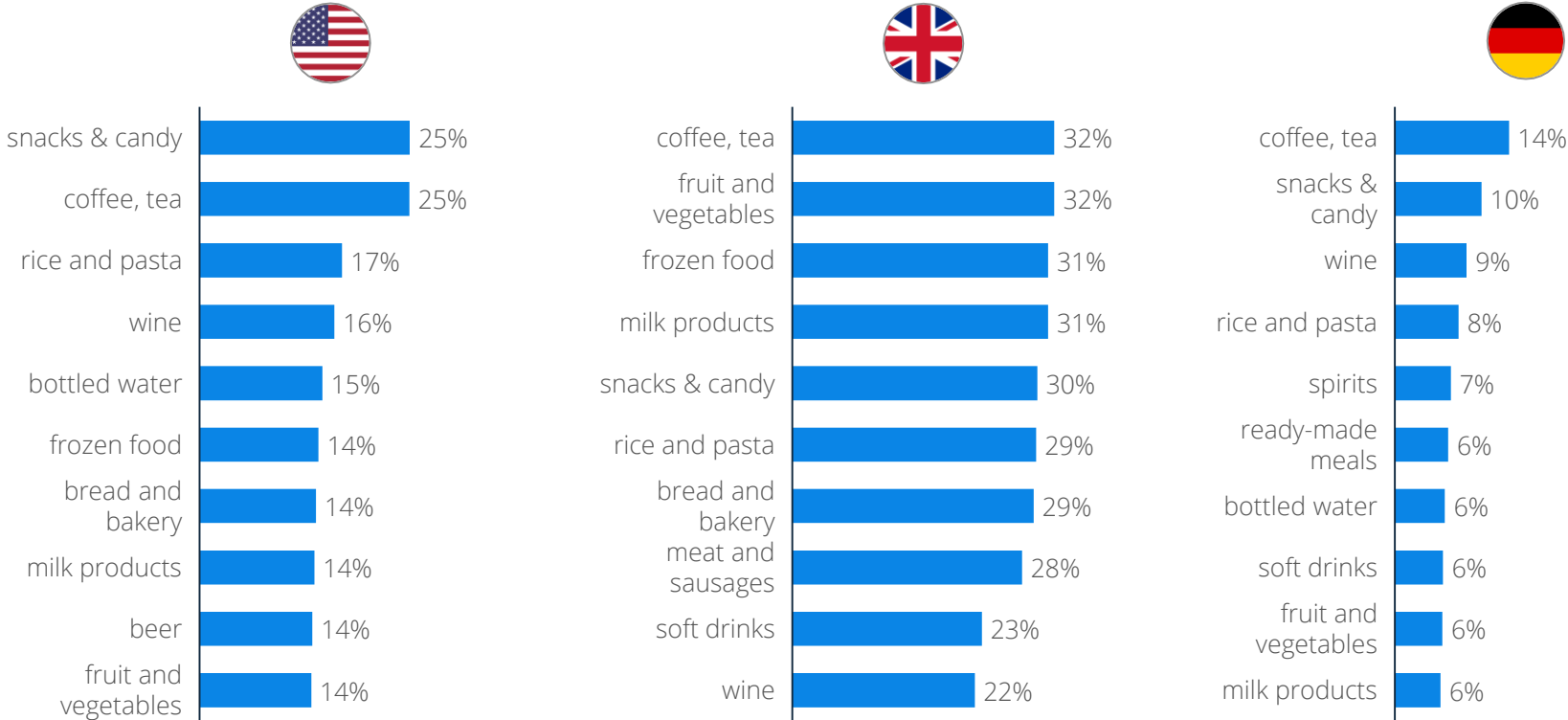


Germans buy significantly less food online than U.S. and British consumers

Sales channels: food online shopping (2/6)



Top-10 food product categories ordered and delivered home within the last 12 months

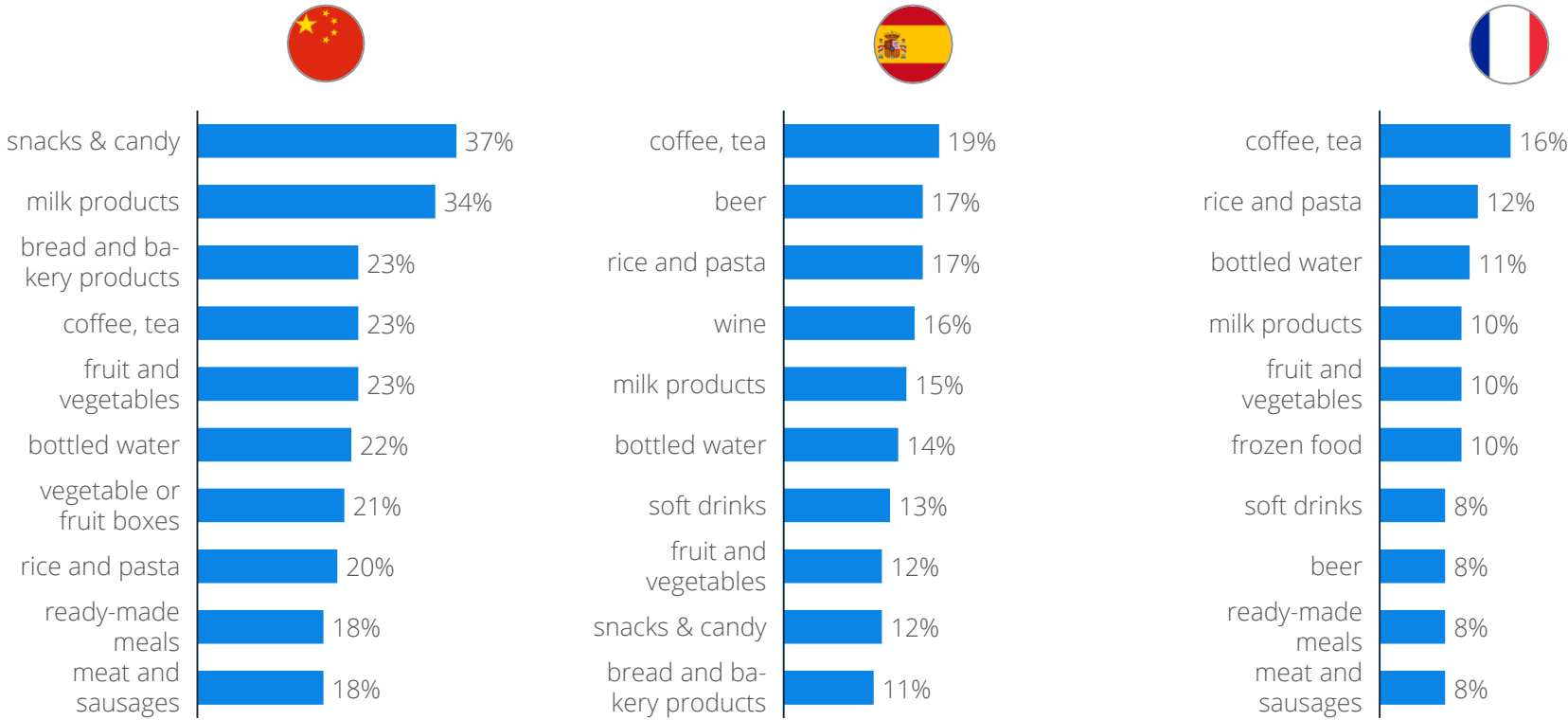


Durable products rank high among food purchased online in China, Spain and France

Sales channels: food online shopping (3/6)



Top-10 food product categories ordered and delivered home within the last 12 months

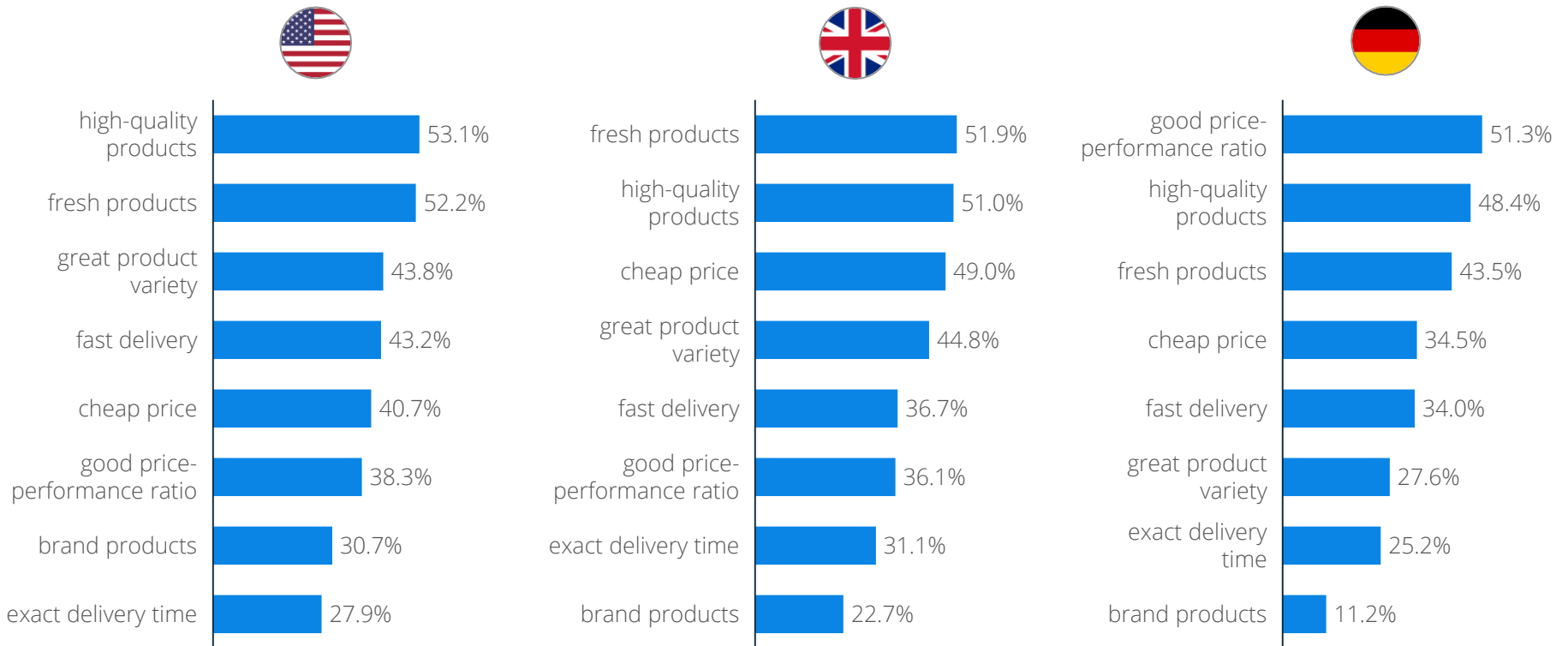


Online food shoppers in the U.S. are looking for quality and freshness

Sales channels: food online shopping (4/6)



Most important criteria in online food shopping

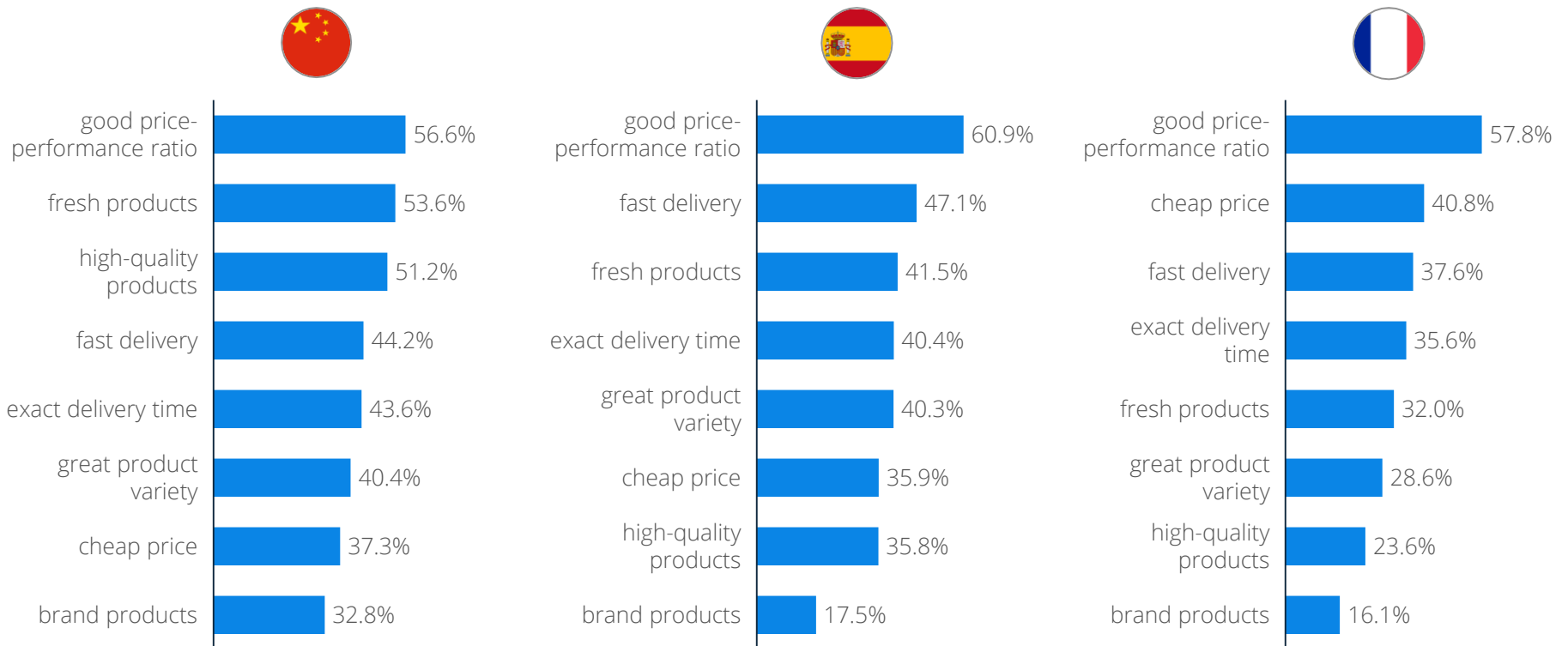


French online food shoppers are bargain-hunters

Sales channels: food online shopping (5/6)



Most important criteria in online food shopping

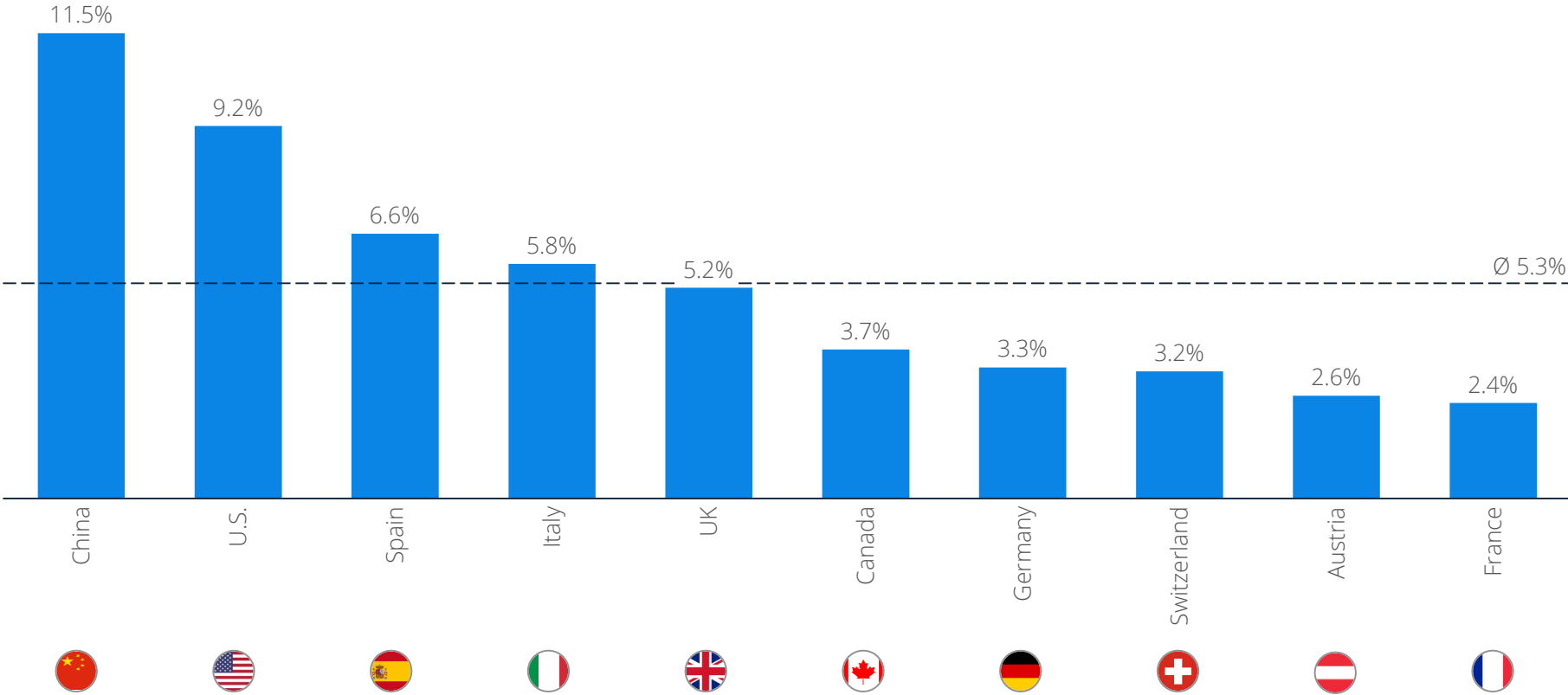


Outside China and the U.S., meal kits are still a relative niche phenomenon

Sales channels: food online shopping (6/6)



Share of respondents who regularly use meal kit providers to buy food and products for everyday use


























KEY PLAYERS



With US\$63.2bn, Nestlé has by far the highest food sales among brand manufacturers

Key players: representative companies and their brands

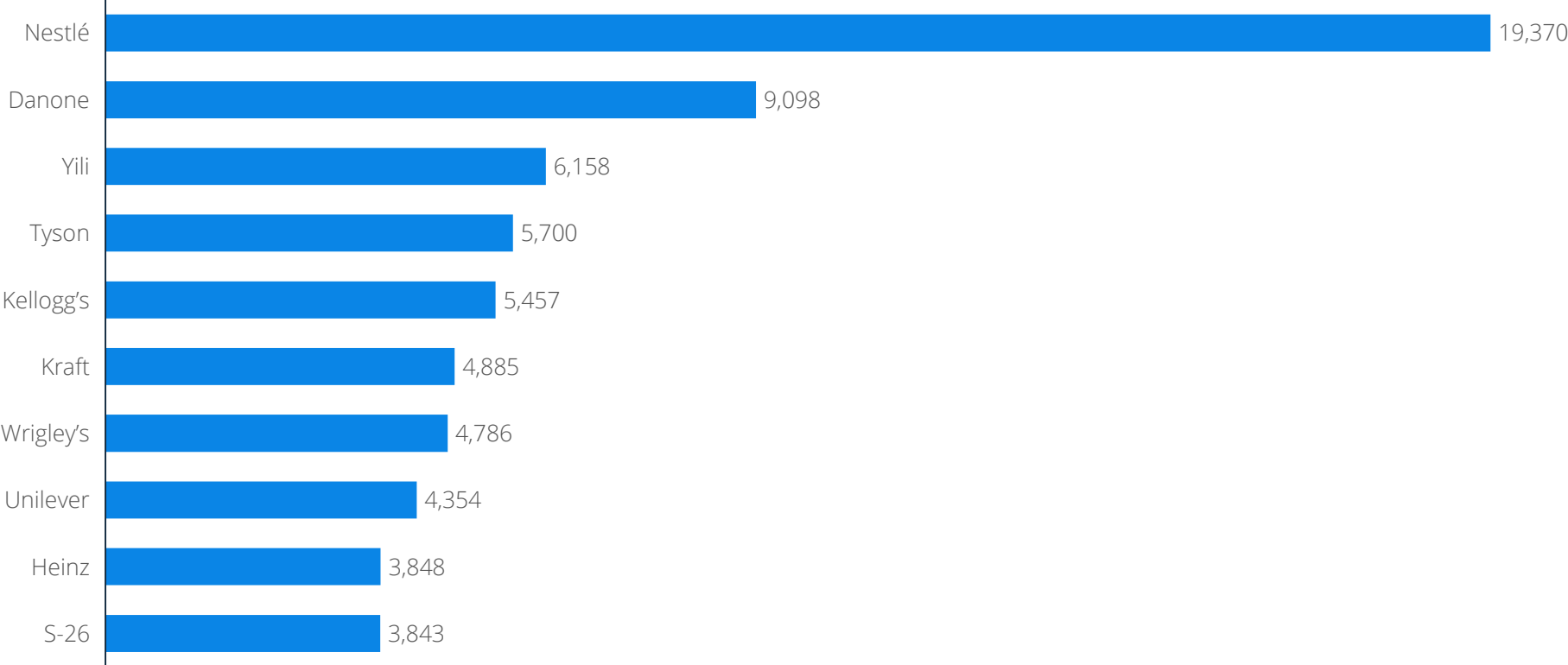
Company				
Sales ¹ 2018	US\$63.2bn	US\$34bn	US\$24.6bn	US\$23.3bn
Key brands	    	   	    	    



Nestlé is the world's most valuable food brand

Key players: food brands

Most valuable food brands worldwide in 2018 in million US\$



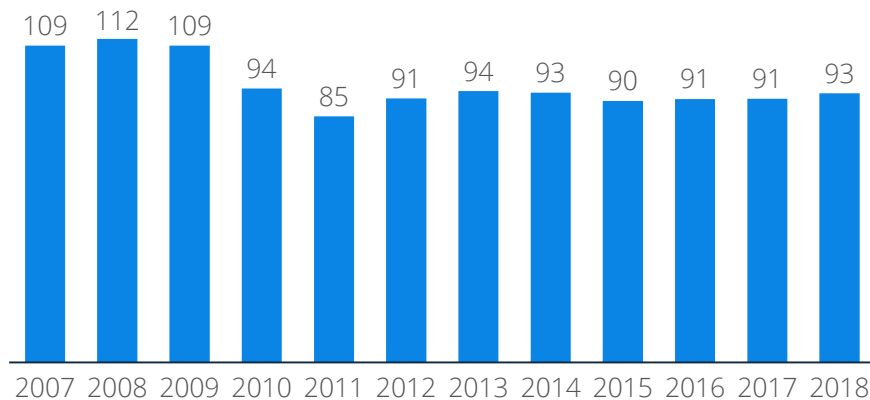
With almost US\$93bn in sales, Nestlé is the largest food and beverage company worldwide

Key players: Nestlé

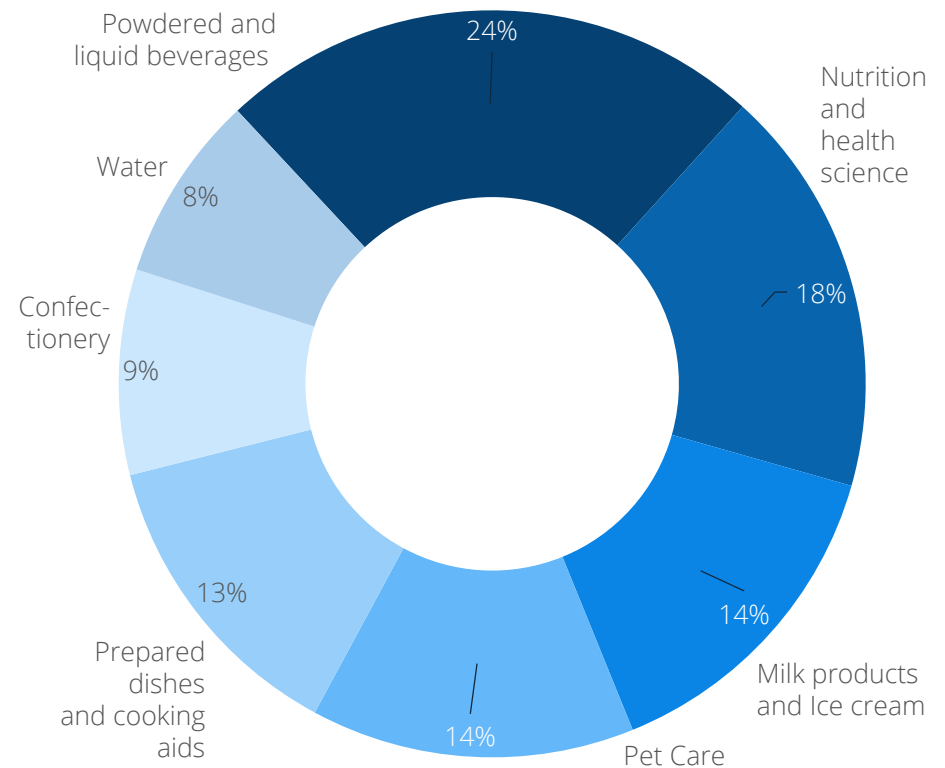


The Swiss company Nestlé is the world's largest food and beverage companies. It is represented by more than 2,000 brands in 189 countries around the world. Nestlé was originally founded as a dairy company. Milk products, ice cream as well as the often milk-based products of its nutrition and health science division (including infant formula) still constitute a significant part of the company's revenue streams.

Nestlé global revenue in billion US\$¹



Nestlé revenue share in 2018



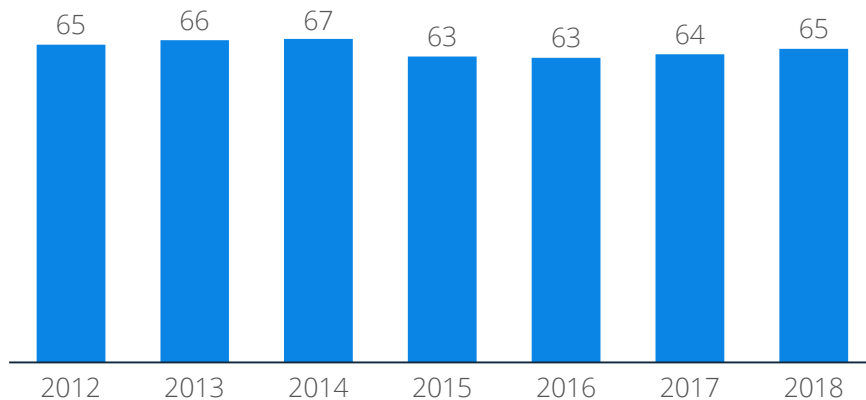
Apart from selling soft drinks, PepsiCo is a world leading savoury snack manufacturer

Key players: PepsiCo

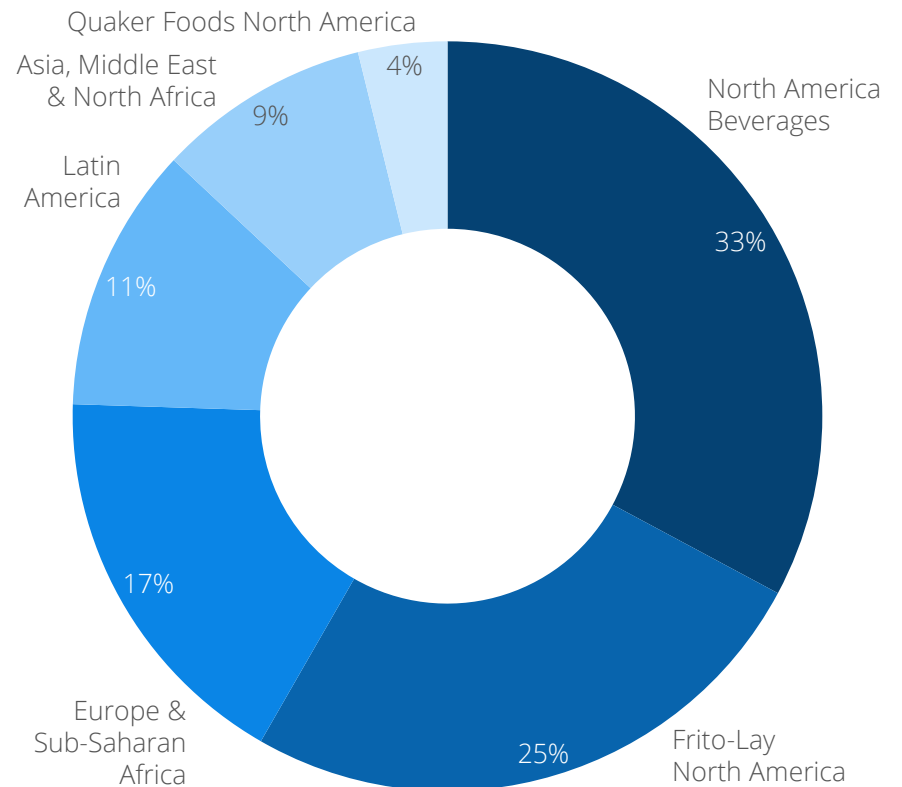


PepsiCo is the second-largest non alcoholic drinks manufacturer in the world. Although PepsiCo is better known for its beverages (Pepsi, Mountain Dew, Gatorade, Tropicana, 7up) the company today generates 53% of its revenue from (mostly snack) foods (Frito Lay, Quaker Foods). PepsiCo seems to handle the transition to a low-sugar world better than its direct competitor, Coca-Cola. Between 2006 and 2017, PepsiCo increased the share for healthier products called "Better for You" and "Good for You" from 38% to 50% of the total portfolio. The recent acquisition of SodaStream fits this readjustment of priorities.

PepsiCo global revenue in billion US\$



PepsiCo revenue shares in 2018



Mondelez is the world's biggest manufacturer of sweet snacks

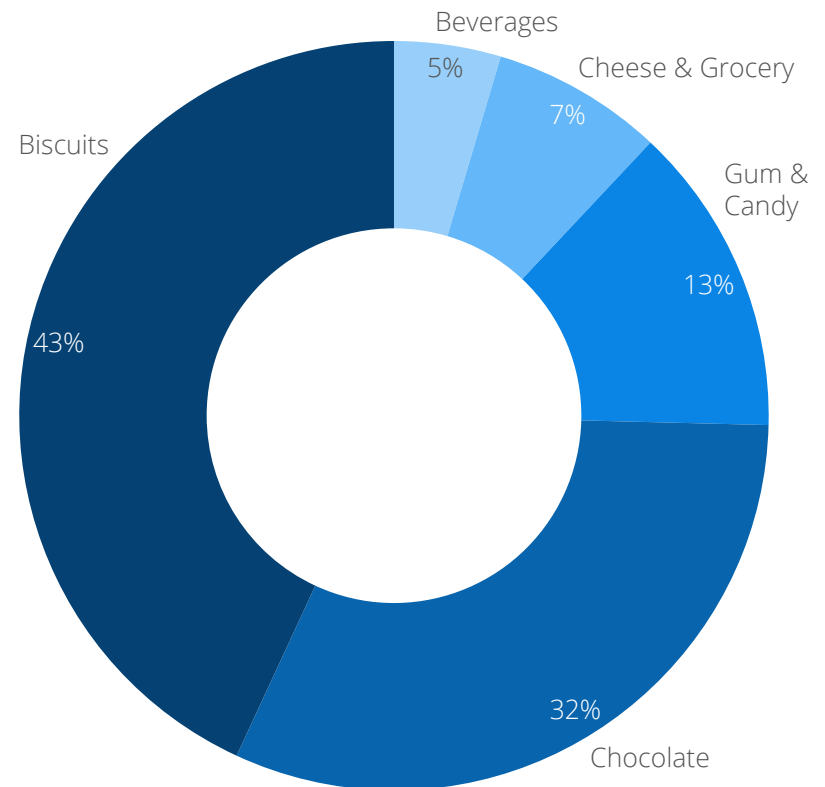
Key players: Mondelez International



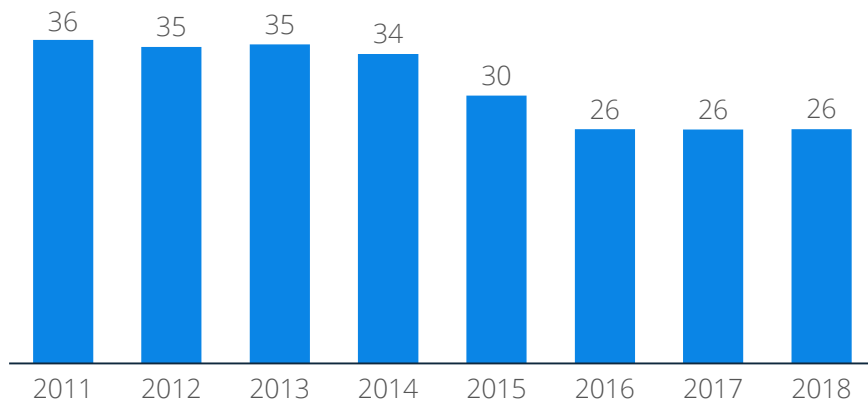
Mondelez International is a food and beverage company headquartered in Deerfield, Illinois that represents the international assets of the former Kraft Company that were spun off in 2012. The North American operations have since merged with Heinz to form Kraft Heinz (see next slide).

Chocolate (Cadbury, Milka, Toblerone and others) and biscuits (Oreo, LU, Tuc and others) are Mondelez' mainstays. With more than 80,000 employees it generates revenues of US\$26 billion from 160 countries.

Mondelez revenue shares in 2018



Mondelez global revenue in billion US\$



Kraft Heinz – a union not made in heaven

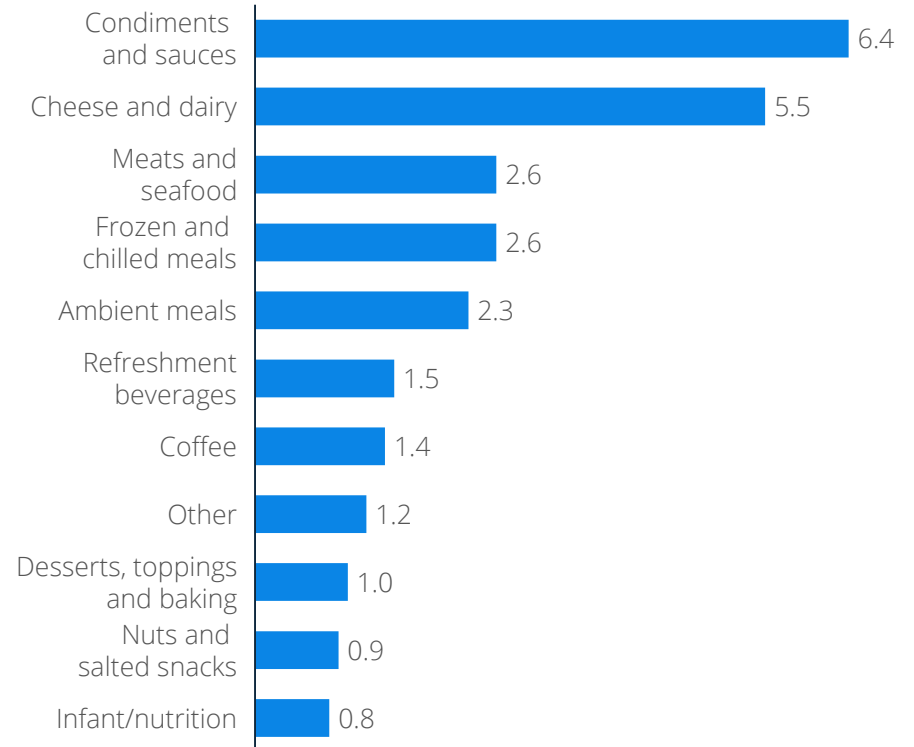
Key players: Kraft Heinz



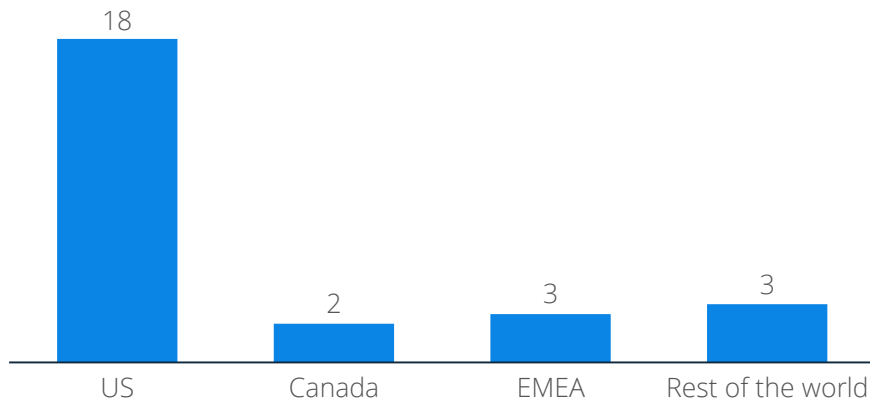
In 2015, driven by its key investors 3G Capital and Warren Buffett's Berkshire Hathaway, Kraft Foods Group merged with Heinz to become The Kraft Heinz Company. The new entity is the third-biggest food and beverage company in North America..

However, since the merger, the share price has lost over a third of its value and the company had to write off US\$15 billion in 2018 alone. This is mainly due to the fact that sales of its flagship brands did not perform as expected in an environment exceedingly characterized by white label brands or small upstart brands.

Kraft Heinz revenue in billion US\$ in 2017¹



Kraft Heinz revenue in billion US\$ in 2018



The dealmaker in the background: 3G Capital

Key players: 3G Capital

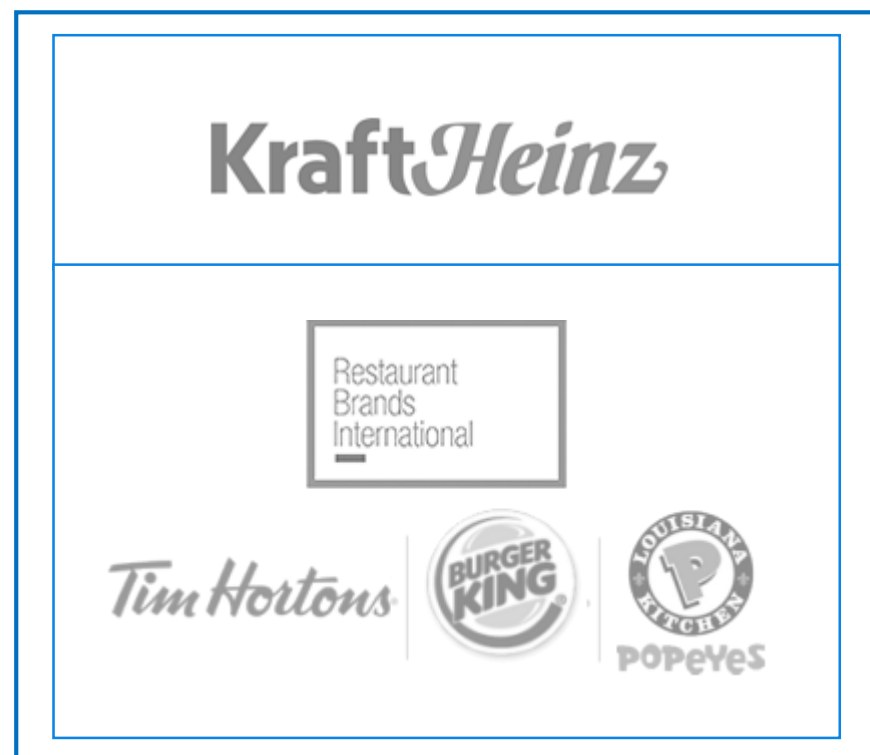
3G Capital

3G Capital is a Brazilian-American private equity company that is mainly staffed by former AmBev (today's Anheuser-Busch InBev) top executives that steered the Brazilian brewery to global dominance by way of an aggressive acquisition strategy. 3G's main investors are its partners and various family offices that manage the wealth of high-net worth individuals.

3G's strategy has been to invest in popular consumer brands via leveraged buy-outs where the acquisition targets are loaded with a significant share of the debt incurred by the take-over. The voracious appetite for food & drink brands is driven by the belief that consumers' trust in tent-pole brands ensures stable revenue streams. At the same time sheer scale and a rigorous tight budget are employed to bring down costs.

This approach has worked fantastically well in the beer business where most premium brands are similarly priced. AB InBev where 3G Capital is not invested anymore but its partners still hold shares privately, still digesting the merged SABMiller brewery which is hurting profits. Meanwhile, 3G's current portfolio is affected deeply by the changing retail landscape. Restaurant Brands International, mainly constituted by fast-food chain Burger King and Canadian coffee chain Tim Hortons, struggles to maintain customer traffic. And 3G's magic sauce does not seem to work as flawlessly on Heinz' Ketchup and Kraft's Mac and Cheese either. Under pressure from store and small upstart brands, these big household names seem to have lost some their past luster.

3G Capital's current portfolio



Danone is pursuing growth in the North American market

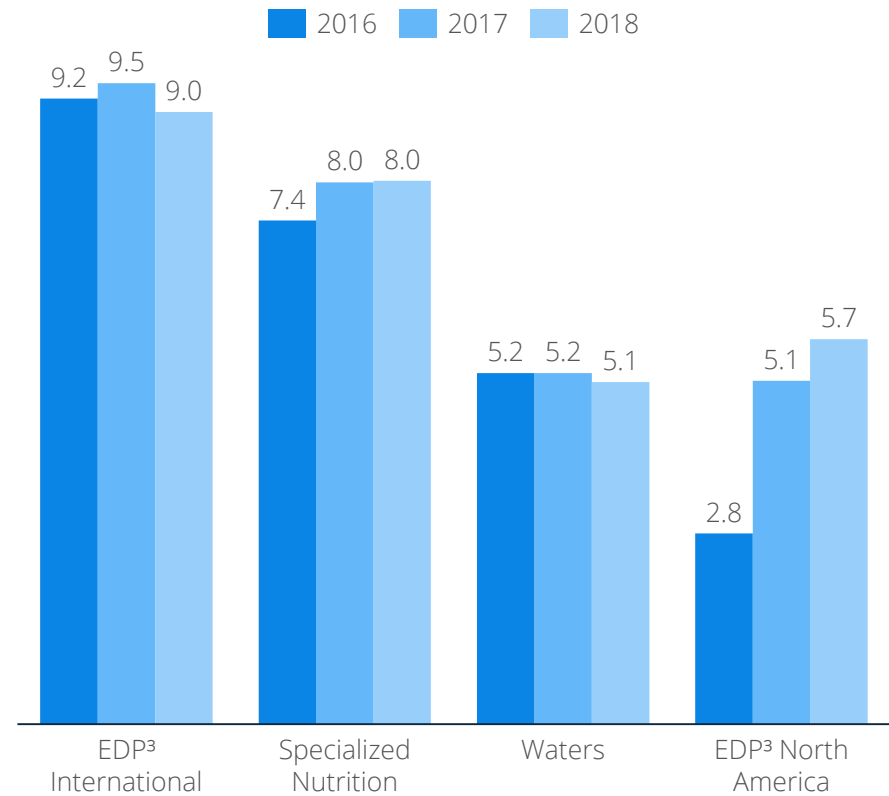
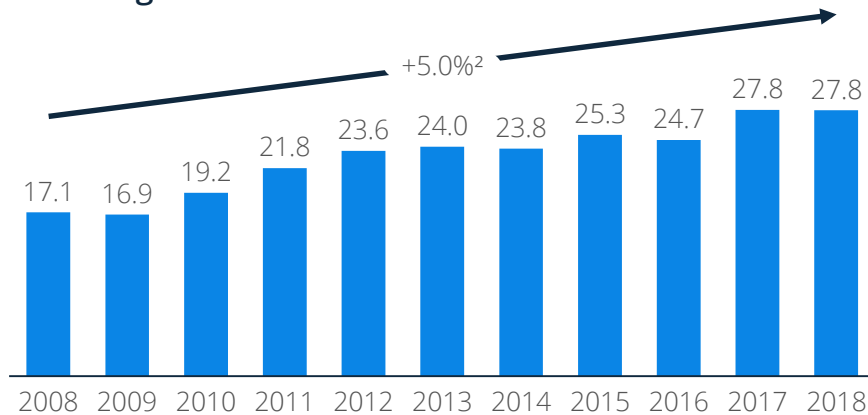
Key players: Danone



Danone (in the U.S.: Dannon) is a multinational food and beverage corporation with headquarters in Paris, France. The company was founded in Spain in 1919 and operated back then as a small company in the yogurt segment. Today, Danone has four different product divisions: Fresh Dairy Products, Waters, Early Life Nutrition, and Medical Nutrition, and employs over 99,000 people worldwide. Globally, the company competes with food and beverage powerhouses such as Nestlé and Unilever.

Danone revenue in billion US\$

Danone global revenue in billion US\$¹



1: Converted from local currency using the average exchange rate of 2017 (1 USD = 0.887 EUR) 2: CAGR: Compound Annual Growth Rate/average growth rate per year 3: EDP = Essential Dairy and Plant-Based
Source: Danone

TRENDS



Supermarkets forage into away-from-home food

Trends: grocerants

The grocerant trend denotes the diversification of supermarkets into food services. This is done by introducing ready-to-eat and take-out meals. Examples are fresh-cut salad or freshly prepared sushi. Additionally, they usually offer dining areas for on-premise consumption.

The trend is driven by consumers' increasing preference for fresh over processed and packaged products. That coincides with a continuing convenience trend that stems from ever-tightening time budgets due to demanding workplaces. For grocery stores this diversification means the expansion into higher margin territory, as packaged food is increasingly embattled by competition from discounters in many countries.

Food consumption is gradually shifting away from the home, as rising discretionary spending power allows time-poor consumers to enrich their lives with novel experiences. In the U.S., spending on dining out has already overtaken grocery retail sales and is still growing more dynamically.

Direct competitors in this market place are first and foremost delivery apps like Foodora and UberEats who aim to bring regular restaurant's offerings to consumers' homes. Other competitors are meal kit providers like Blue Apron, who deliver recipes complete with all ingredients for a family dinner.



Logo: Wikimedia

Food service has been part of Wholefoods' portfolio since its beginning more than 30 years ago. Today, America's biggest organic retailer, which was acquired by Amazon in 2017, operates around 250 quick-service concepts and 30 full-service restaurants. They often collaborate with prominent local chefs.



Lucky's Market

Logos: Kroger, Lucky's

Its "amazing, restaurant-quality prepared foods" were specifically named among the main reasons behind grocery retailer Kroger's acquisition of the upstart organic supermarket chain Lucky's in 2016. Kroger is the second-largest food retailer in the U.S. after Wal-Mart.

Online food retail benefits from a physical presence

Trends: channel convergence

As the sales channels chapter shows, food eCommerce has been especially successful in the UK and France. There the leading grocery retailers adopted click-and-collect formats that led consumers buy their groceries online – saving them the time – while at the same time not adding to logistical costs at the retailer’s end.

Especially due to the logistical challenge of the vast geographic spread of the United States, food has remained a kind of niche category so far. However, retailers are experimenting with new formats that combine channels to open up online shopping’s final frontier. Amazon made headlines with its acquisition of America’s premier organic retailer Whole Foods in 2017 for US\$13.7 billion. The same goes for their opening of the convenience format Amazon Go in January 2018. The eCommerce juggernaut thereby gains a foothold in brick-and-mortar and leverages the benefits of both online- and offline channels. The vast long-tail of the everything store is set to get even longer as it gains physical outlets for products that are difficult to distribute.

But also brick-and-mortar stores are investing into the online future. U.S. grocery market leader Walmart acquired Jet.com in 2016 for US\$3.3 billion and uses the company’s eCommerce expertise to grow its digital business. The cross-pollination works both ways, Jet has infused Walmart with much-needed eCommerce, and Walmart can provide ample institutional knowledge in supplier relations.



Photo: Wikimedia

Amazon Go is a physical convenience format that the Seattle-based eCommerce market leader is currently testing. The stores were opened in early 2018. The format aims to make the store visit more convenient by eliminating the need for a check-out process. Purchases are recorded automatically using in-store sensors and billed via a linked Amazon app on consumers’ mobile devices.



Photo: Walmart

The wide geographic dislocation is a key tenet of Walmart’s eCommerce strategy. Since the company operates stores within 10 miles of 90% of the U.S. population, it can use them as operating bases for fulfillment and as pick-up stations. Currently, the company tests using its employees to deliver packages on their way home.

Through the internet of things, grocery shopping fades into the background

Trends: connected devices

Online ordering processes are following a continuing trends towards higher convenience and more and more fade into the background. They are weaved into routine interactions of always-connected consumers with mobile devices. Two results of this process are subscription services for products with predefined quantities and delivery frequency (e.g. the DollarShaveClub) and on-demand ordering with programmable buttons (e.g. Amazon's Dash service).

Mostly non- and near-food FMCG have been at the center of attention in this category. The increasing market penetration of the internet of things (IOT) to all household appliances could partially change the nature of the weekly household shopping trip, as most standard out-of-stock items are automatically reordered for pick-up or delivery. To cope with this development, retailers have to refocus their stores from warehouses to experiential places, offering fun and exciting foods that expose consumers to new culinary trends and inspire them.

A potential enabling technology for the new connected grocery shopping is VoiceCommerce which refers to the processing of voice orders by smart agents like Siri or Alexa. This highly convenient way for reordering often-bought products sits halfway between classic site-centric online-shopping and automatic reordering and requires less sophisticated technology to manage household supplies.



Photos: Wikimedia, Amazon



The pictured Amazon Dash Button is a device that lets consumers reorder specific consumer goods simply by pushing a button. In addition to the stand-alone buttons, licensed manufacturers can integrate the service into their appliances. With the Dash Wand a device is available that harnesses the Alexa assistant and contains a barcode scanner that can be used to order or reorder any product.



Photo: Samsung

Samsung's latest iteration of its Family Hub fridge aims to push appliances one step further into the connected future. The interactive screen lets consumers control smart devices in their home, offers a shared calendar for family members and uses cameras and AI to suggest recipes based on preferences, allergies and ingredients currently available.

The nexus of health and nutrition requires a higher degree of transparency

Trends: clean eating

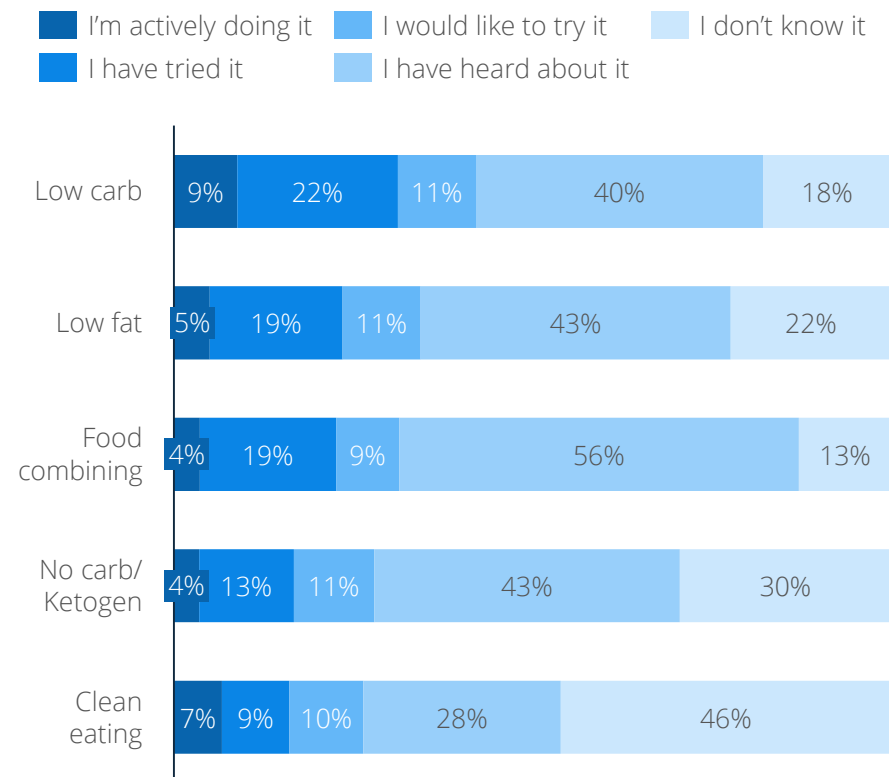
Clean eating is a vague umbrella term for a movement that propagates to eat only “whole” and “unprocessed” foods like fresh vegetables and unrefined grains. While this is basically sound advice, a whole industry of influencers are giving dietary advice on new superfoods and dietary restrictions that often lack sufficient scientific evidence.

Both traditional Western health care systems and food companies have long turned a blind eye on nutrition’s health impact leaving the field to hobbyists and self-promoters. A situation that has been worsened by a general erosion of trust in big institutions like governments and corporations.

The unmet need that springs from the heightened health awareness of consumers that the Guardian newspaper called “a dream of purity in a toxic world” is proving to be both a challenge and an opportunity for the food industry. On the one hand, the proliferation of social media has complicated controlling the narrative about products and issues. On the other hand, consumers are willing to engage more with a topic that hitherto had been defined by increasingly commoditized staple items with low attention spans.

Companies can harness this attention to their benefit by providing more transparency about supply chains and by diversifying product ranges into modular system that can fit multiple dietary requirements.

German consumers adhering to specific diets in 2017¹



Agenda

01 Market Outlook

- Overview
- Market drivers
- Consumer insights
- Sales channels
- Key players
- Trends

02 Segments

- Overview and sales figures
- KPI comparison
- Country ranking

03 Appendix

- Product overview
- Imprint

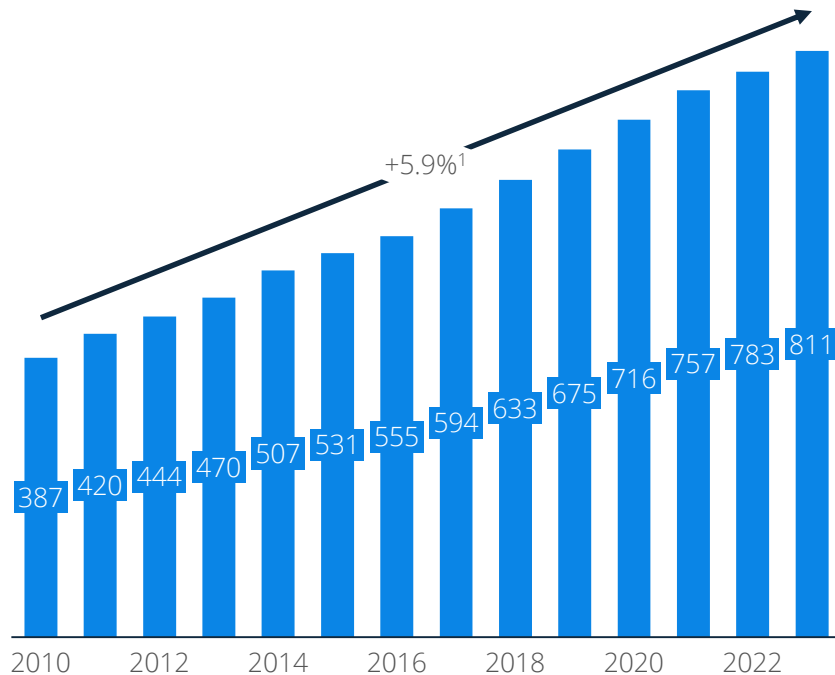
MILK PRODUCTS



In 2018, worldwide Milk Products sales amounted to US\$633 billion

Milk Products: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Milk Products accounted for 18% of the Food revenue and 26% of volume sales in 2018.

In 2018, Milk Products sales increased by 6.6% in comparison to 2017 and reached US\$633 billion and 329,85 billion kg.

In the Milk Products segment, Luxembourg (US\$501) and Iceland (US\$493) had the highest annual revenue per capita in 2018.



Revenues

US\$633bn
in 2018

+6.3%
CAGR¹ 2010-2018



Volume sales

329.85bn kg
in 2018

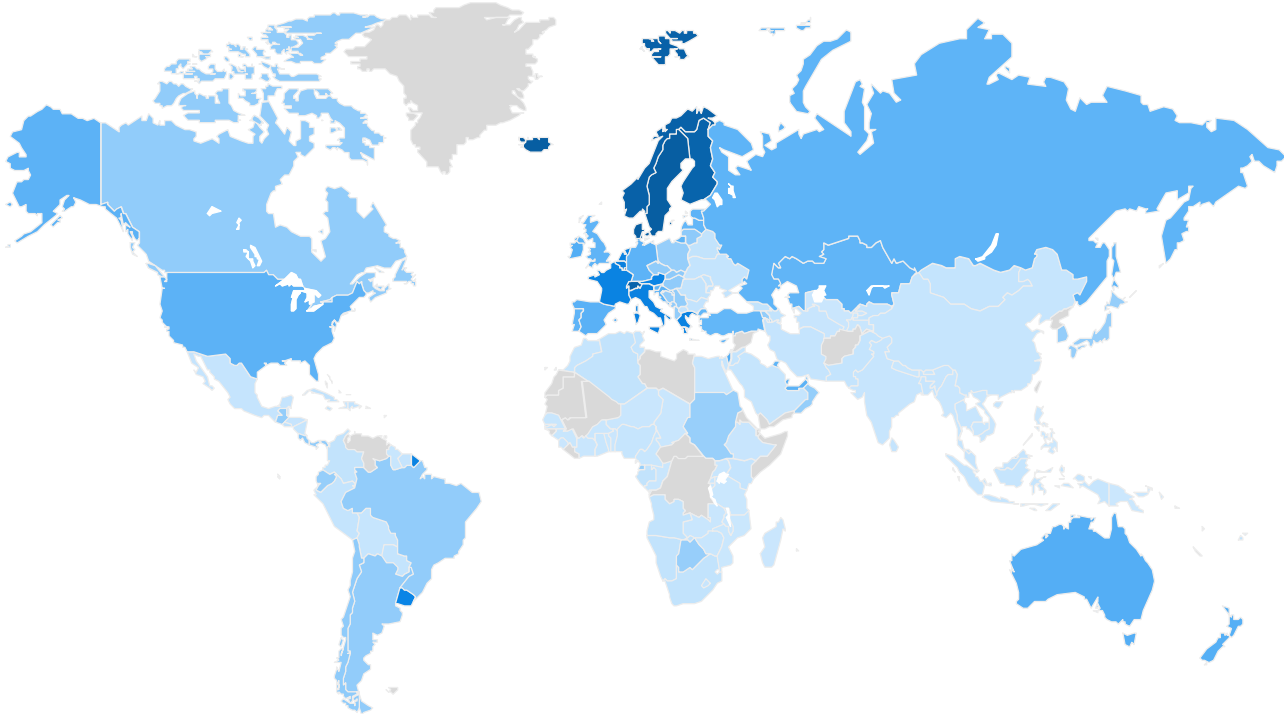
+3.0%
CAGR¹ 2010-2018

In 2018, Luxembourg and Iceland spent the most on Milk Products

Milk Products: regional comparison (1/2)

Per-capita revenue in US\$ in 2018

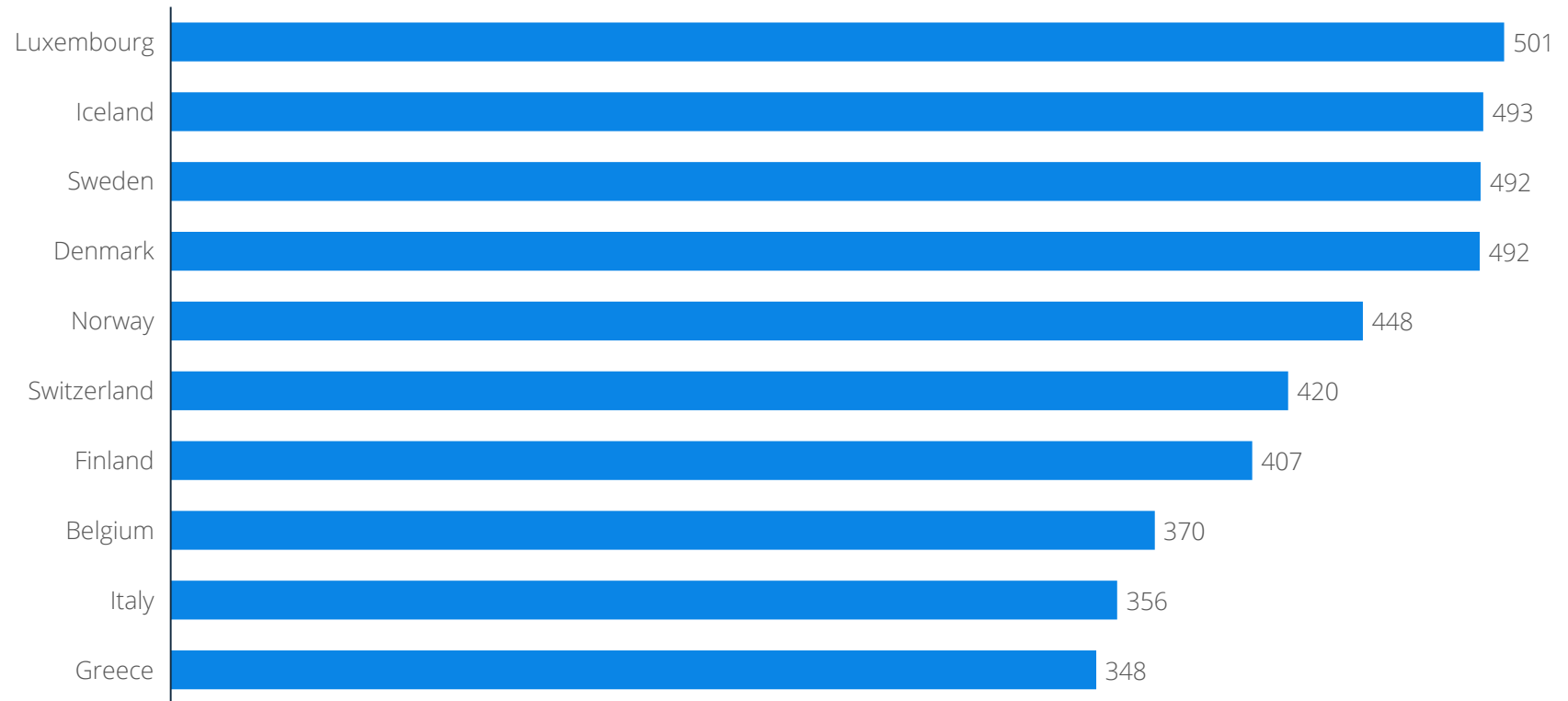
US\$2  US\$501  Out of scope



In 2018, Luxembourgers spent an average of US\$501 on Milk Products

Milk Products: regional comparison (2/2)

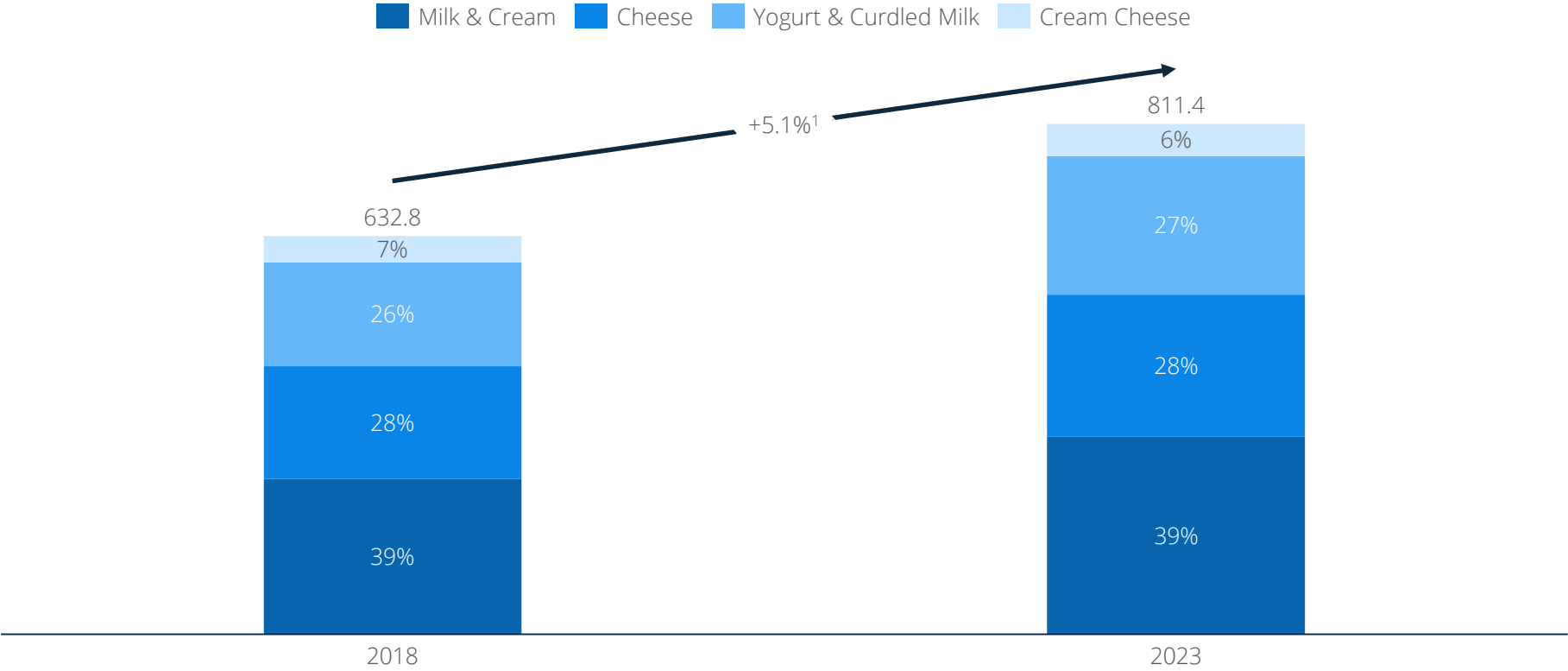
Top-10 per-capita revenue in US\$ in 2018



Milk & Cream generates the most revenue within the Milk Products segment

Milk Products: revenue and growth by subsegment

Worldwide revenue in billion US\$



Milk Products sales in Europe will increase by 2.8% between 2010 and 2023

Milk Products: KPI comparison (1/2)

Revenue in billion US\$

Europe

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	727.3	752.2	777.8	799.0	829.0	861.2	877.6	911.3	942.5	972.7	1,002.2	1,033.7	1,048.6	1,065.1	3.0%
Milk Products	159.7	166.8	170.6	174.2	183.2	186.5	187.1	194.2	200.9	207.6	214.1	221.0	224.4	228.0	2.8%
Share of total market (in %)	22.0	22.2	21.9	21.8	22.1	21.7	21.3	21.3	21.3	21.3	21.4	21.4	21.4	21.4	-0.2%

United States

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	508.3	542.4	561.4	574.8	599.7	614.6	615.9	638.9	661.6	683.1	702.1	721.2	731.1	741.1	2.9%
Milk Products	68.0	74.7	76.3	76.5	80.4	78.8	77.3	79.3	81.3	83.2	85.0	86.8	87.9	89.0	2.1%
Share of total market (in %)	13.4	13.8	13.6	13.3	13.4	12.8	12.5	12.4	12.3	12.2	12.1	12.0	12.0	12.0	-0.8%

Milk Products sales in South America will increase by 9.5% between 2010 and 2023

Milk Products: KPI comparison (2/2)

Revenue in billion US\$

China

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	241.8	281.0	307.4	338.3	364.5	389.6	413.9	438.7	463.2	489.6	518.4	544.7	559.6	575.8	6.9%
Milk Products	31.4	37.0	42.0	47.5	52.0	55.9	59.2	62.9	66.8	71.2	76.0	80.3	82.8	85.5	8.0%
Share of total market (in %)	13.0	13.2	13.6	14.0	14.3	14.3	14.3	14.3	14.4	14.5	14.7	14.7	14.8	14.8	1.0%

South America

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	102.5	113.1	125.5	139.2	155.5	175.5	191.7	204.6	220.8	238.9	255.5	272.9	280.8	291.1	8.4%
Milk Products	22.4	25.2	28.7	32.7	37.3	42.6	46.8	50.4	54.3	59.0	63.5	67.8	70.0	72.6	9.5%
Share of total market (in %)	21.9	22.3	22.9	23.5	24.0	24.3	24.4	24.6	24.6	24.7	24.9	24.9	24.9	24.9	1.0%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023
Source: [Statista Consumer Market Outlook](#) 2019

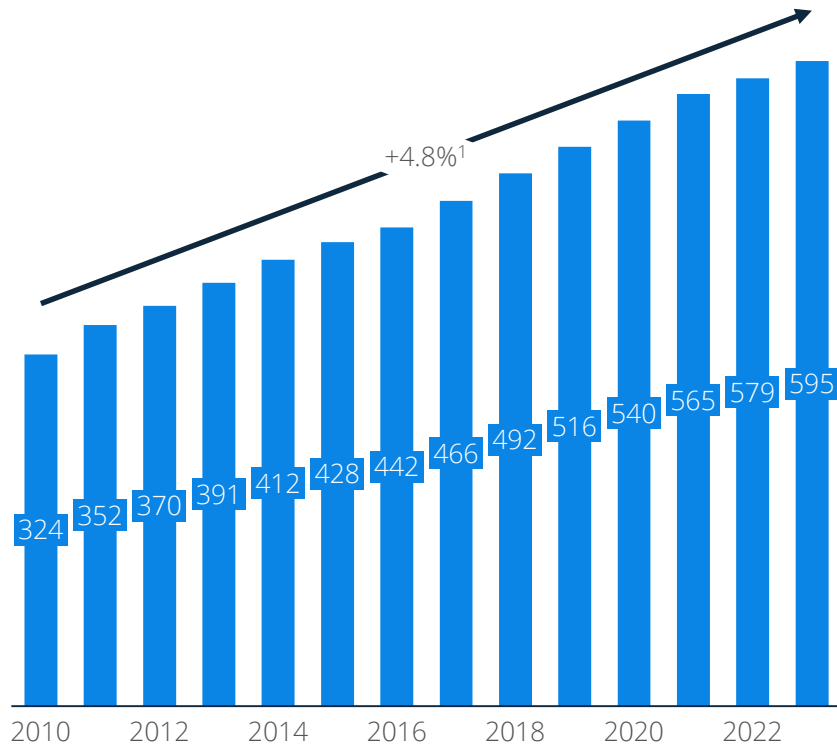
MEAT PRODUCTS & SAUSAGES



In 2018, worldwide Meat Products & Sausages sales amounted to US\$492 billion

Meat Products & Sausages: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Meat Products & Sausages accounted for 14% of the Food revenue and 5% of volume sales in 2018.

In 2018, Meat Products & Sausages sales increased by 5.4% in comparison to 2017 and reached US\$492 billion and 63,97 billion kg.

In the Meat Products & Sausages segment, Norway (US\$522) and Iceland (US\$494) had the highest annual revenue per capita in 2018.



Revenues

US\$492bn
in 2018

+5.3%
CAGR¹ 2010-2018



Volume sales

63.97bn kg
in 2018

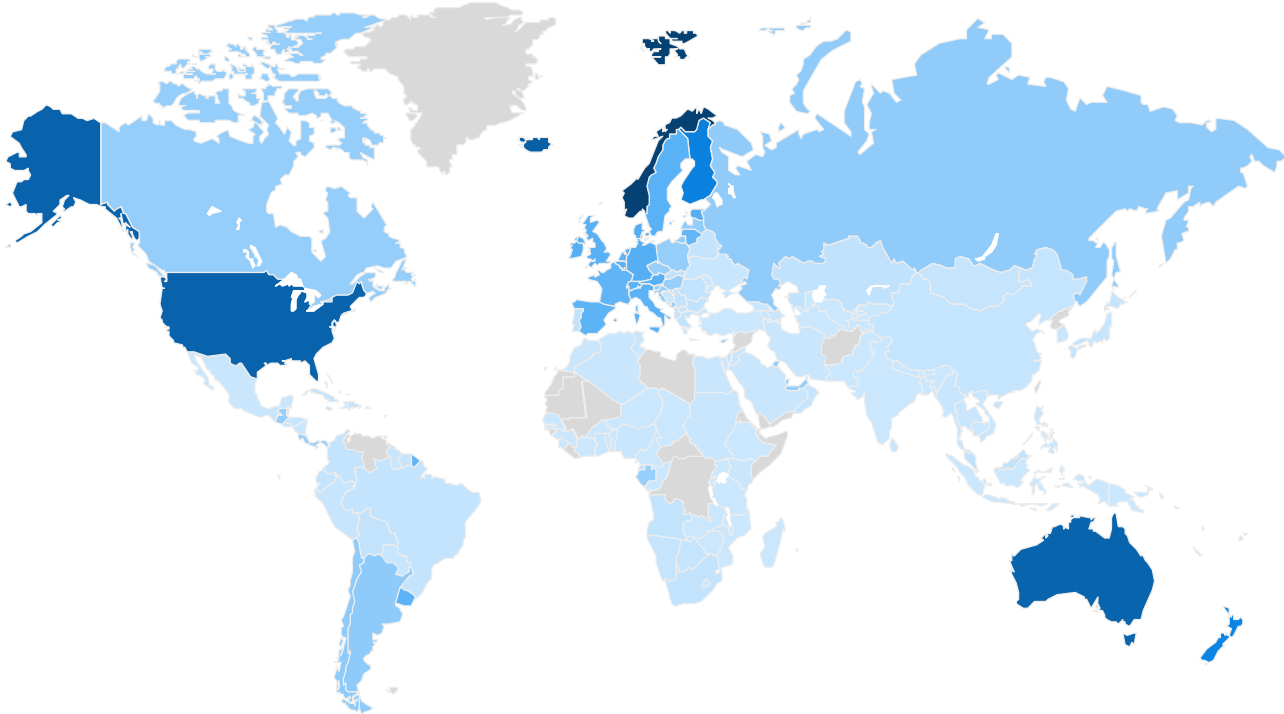
+2.6%
CAGR¹ 2010-2018

In 2018, Norway and Iceland spent the most on Meat Products & Sausages

Meat Products & Sausages: regional comparison (1/2)

Per-capita revenue in US\$ in 2018

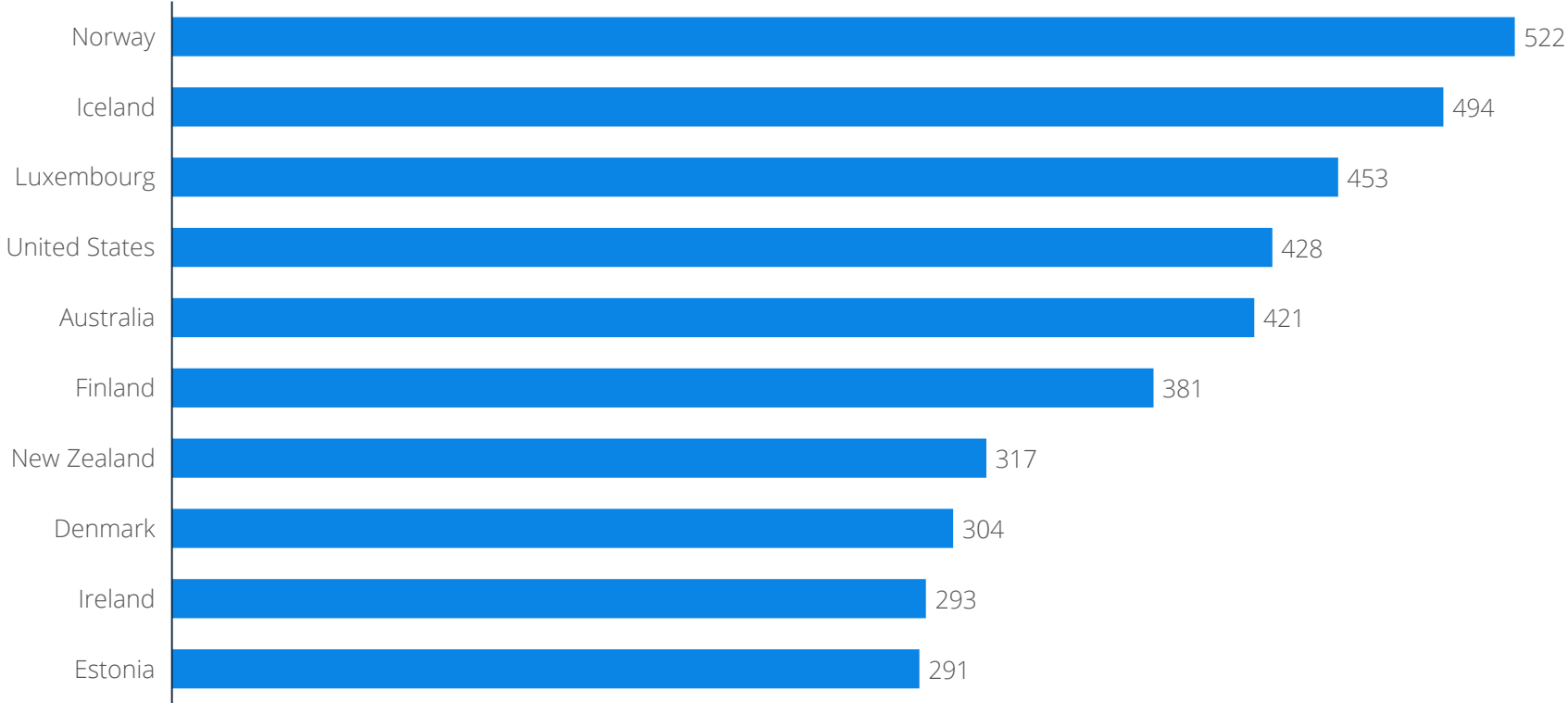
US\$1  US\$522  Out of scope



In 2018, Norwegians spent an average of US\$522 on Meat Products & Sausages

Meat Products & Sausages: regional comparison (2/2)

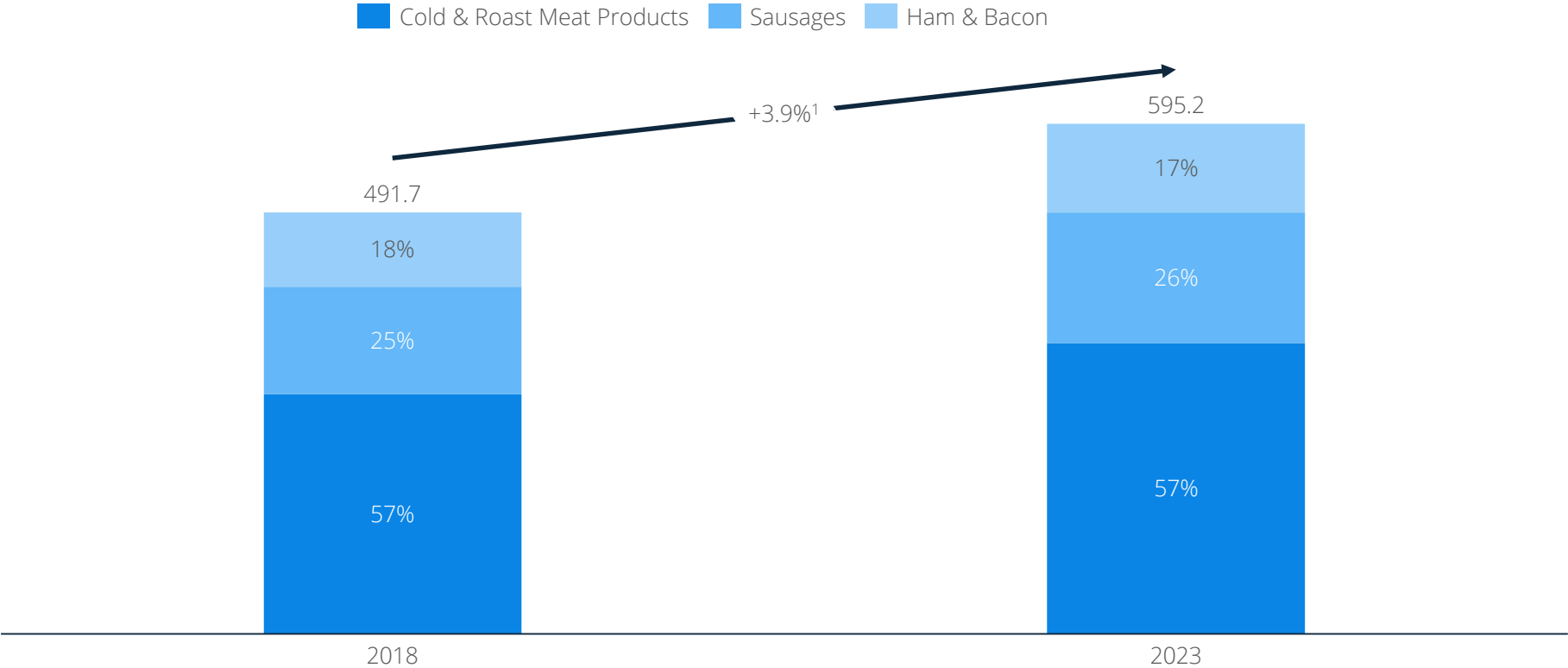
Top-10 per-capita revenue in US\$ in 2018



Cold & Roast Meat Products generate the most revenue within the segment

Meat Products & Sausages: revenue and growth by subsegment

Worldwide revenue in billion US\$



Meat Products & Sausages sales in Europe will increase by 2.2% between 2010 and 2023

Meat Products & Sausages: KPI comparison (1/2)

Revenue in billion US\$

Europe

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	727.3	752.2	777.8	799.0	829.0	861.2	877.6	911.3	942.5	972.7	1,002.2	1,033.7	1,048.6	1,065.1	3.0%
Meat Products & Sausages	125.7	129.3	133.9	138.0	140.8	143.9	144.6	148.6	152.7	156.4	160.0	164.0	165.6	167.6	2.2%
Share of total market (in %)	17.3	17.2	17.2	17.3	17.0	16.7	16.5	16.3	16.2	16.1	16.0	15.9	15.8	15.7	-0.7%

United States

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	508.3	542.4	561.4	574.8	599.7	614.6	615.9	638.9	661.6	683.1	702.1	721.2	731.1	741.1	2.9%
Meat Products & Sausages	97.2	105.4	111.0	116.6	123.9	126.8	127.7	133.9	139.7	146.0	151.4	157.0	159.8	162.9	4.1%
Share of total market (in %)	19.1	19.4	19.8	20.3	20.7	20.6	20.7	21.0	21.1	21.4	21.6	21.8	21.9	22.0	1.1%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023
Source: [Statista Consumer Market Outlook 2019](#)

Meat Products & Sausages sales in South America will increase by 9.9% between 2010 and 2023

Meat Products & Sausages: KPI comparison (2/2)

Revenue in billion US\$

China

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	241.8	281.0	307.4	338.3	364.5	389.6	413.9	438.7	463.2	489.6	518.4	544.7	559.6	575.8	6.9%
Meat Products & Sausages	41.3	50.8	53.0	57.4	60.9	65.1	70.4	76.4	82.1	87.3	93.0	97.8	100.8	103.8	7.3%
Share of total market (in %)	17.1	18.1	17.2	17.0	16.7	16.7	17.0	17.4	17.7	17.8	17.9	18.0	18.0	18.0	0.4%

South America

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	102.5	113.1	125.5	139.2	155.5	175.5	191.7	204.6	220.8	238.9	255.5	272.9	280.8	291.1	8.4%
Meat Products & Sausages	14.2	16.1	18.5	21.0	24.0	27.6	30.5	33.0	36.4	39.2	42.3	45.4	46.8	48.6	9.9%
Share of total market (in %)	13.8	14.3	14.7	15.1	15.4	15.7	15.9	16.1	16.5	16.4	16.6	16.6	16.7	16.7	1.5%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023
Source: [Statista Consumer Market Outlook](#) 2019

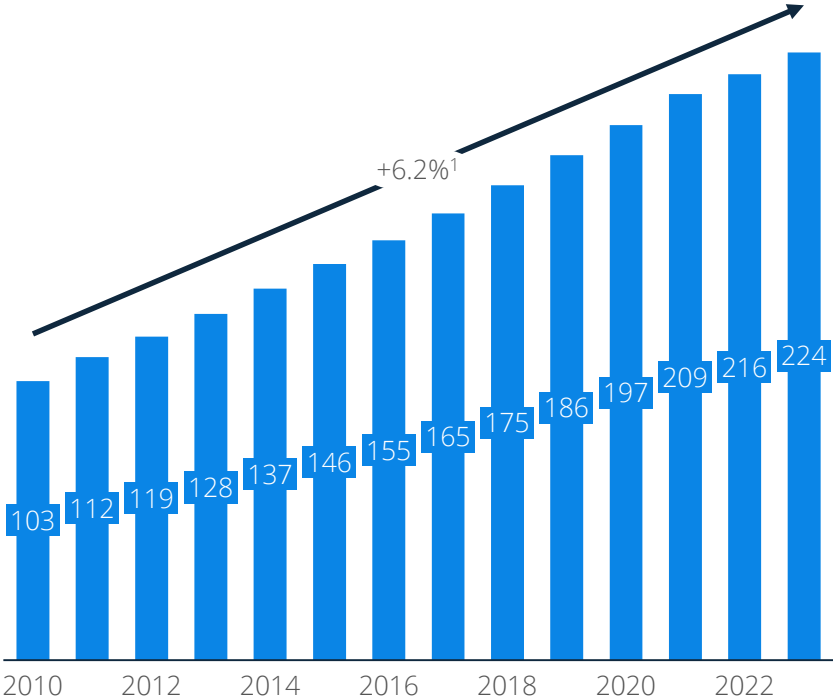
PROCESSED FISH & SEAFOOD



In 2018, worldwide Processed Fish & Seafood sales amounted to US\$175 billion

Processed Fish & Seafood: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Processed Fish & Seafood accounted for 5% of the Food revenue and 1% of volume sales in 2018.

In 2018, Processed Fish & Seafood sales increased by 6.2% in comparison to 2017 and reached US\$175 billion and 18,86 billion kg.

In the Processed Fish & Seafood segment, Iceland (US\$181) and France (US\$158) had the highest annual revenue per capita in 2018.



Revenues

US\$175bn
in 2018

+6.9%
CAGR¹ 2010-2018



Volume sales

18.86bn kg
in 2018

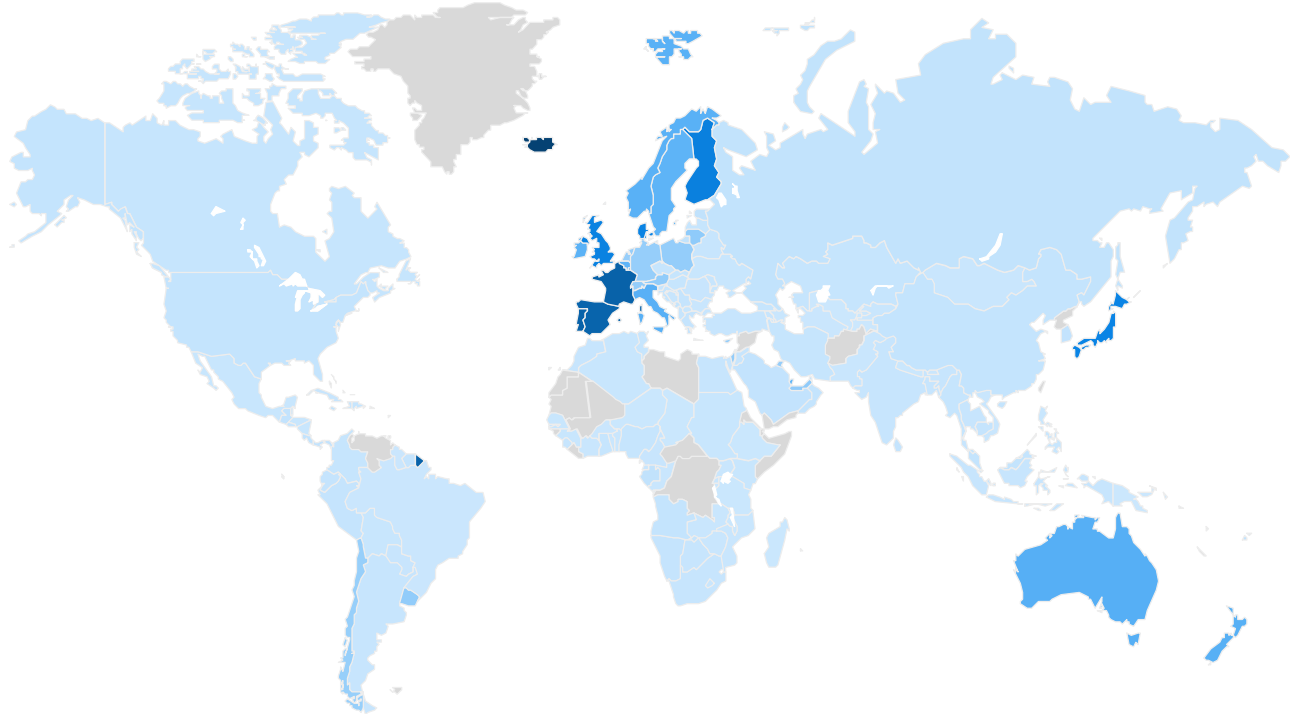
+4.7%
CAGR¹ 2010-2018

In 2018, Iceland and France spent the most on Processed Fish & Seafood

Processed Fish & Seafood: regional comparison (1/2)

Per-capita revenue in US\$ in 2018

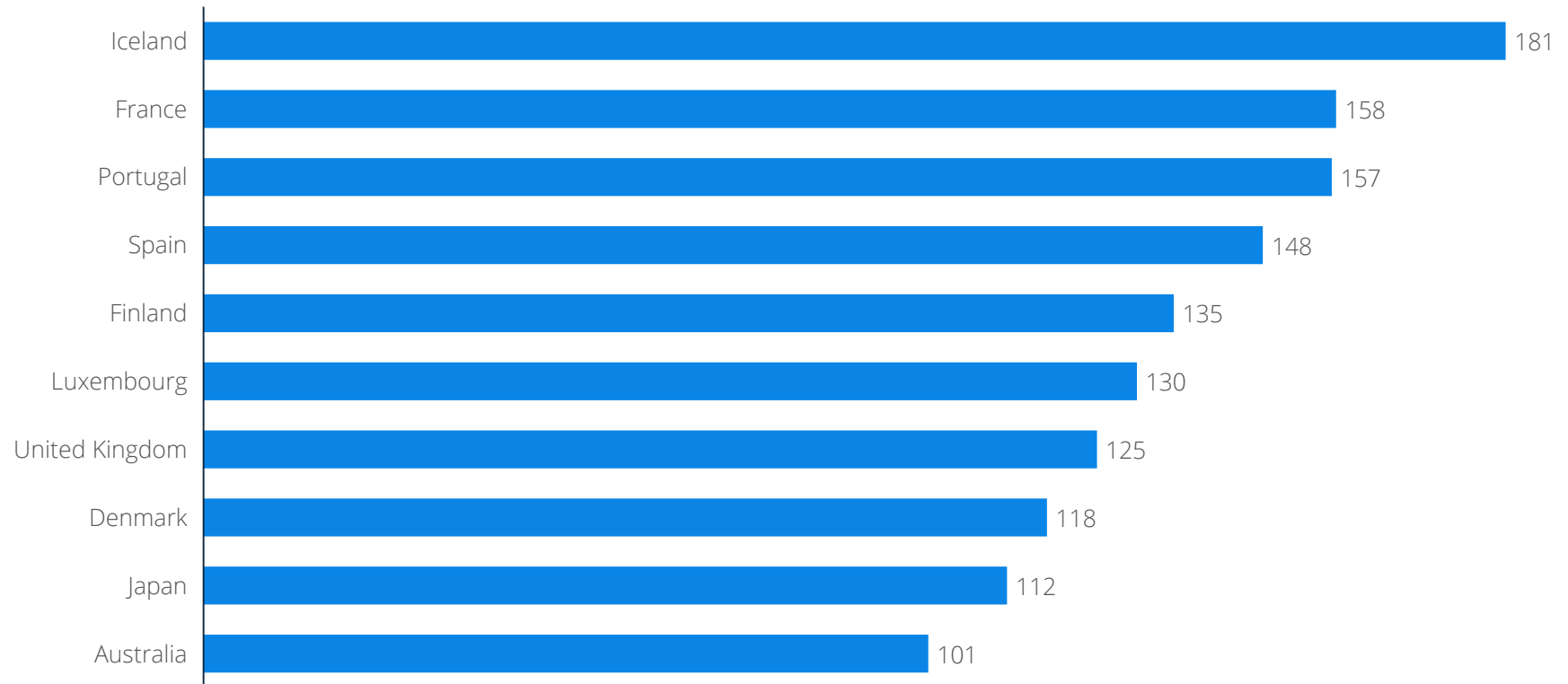
US\$1  US\$181  Out of scope



In 2018, Icelanders spent an average of US\$181 on Processed Fish & Seafood

Processed Fish & Seafood: regional comparison (2/2)

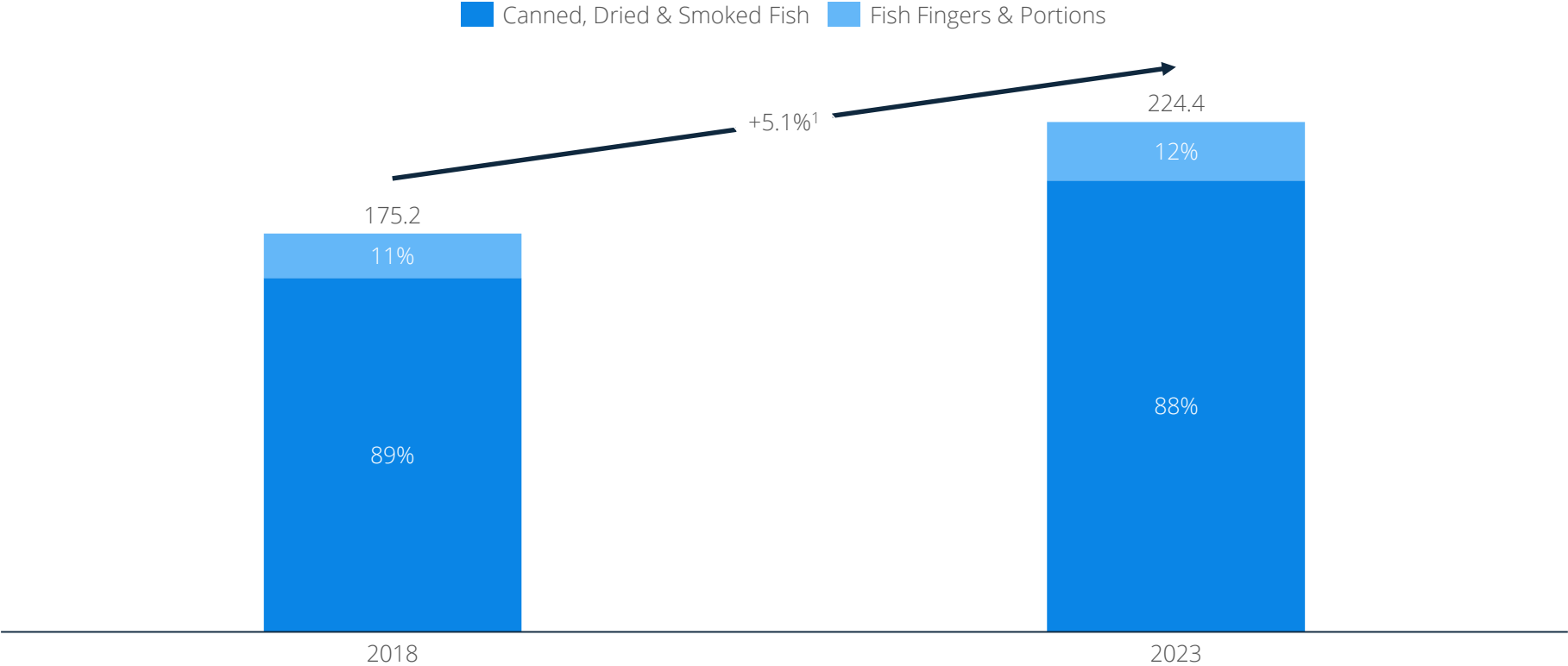
Top-10 per-capita revenue in US\$ in 2018



Canned, Dried & Smoked Fish generates the most revenue within the segment

Processed Fish & Seafood: revenue and growth by subsegment

Worldwide revenue in billion US\$



Processed Fish & Seafood sales in Europe will increase by 3.7% between 2010 and 2023

Processed Fish & Seafood: KPI comparison (1/2)

Revenue in billion US\$

Europe

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	727.3	752.2	777.8	799.0	829.0	861.2	877.6	911.3	942.5	972.7	1,002.2	1,033.7	1,048.6	1,065.1	3.0%
Processed Fish & Seafood	37.6	40.2	41.7	43.7	45.3	47.2	49.0	51.0	52.9	54.7	56.5	58.2	59.3	60.4	3.7%
Share of total market (in %)	5.2	5.3	5.4	5.5	5.5	5.5	5.6	5.6	5.6	5.6	5.6	5.6	5.7	5.7	0.7%

United States

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	508.3	542.4	561.4	574.8	599.7	614.6	615.9	638.9	661.6	683.1	702.1	721.2	731.1	741.1	2.9%
Processed Fish & Seafood	7.4	7.5	7.5	7.4	7.7	8.0	8.1	8.4	8.7	8.8	9.1	9.3	9.3	9.4	1.9%
Share of total market (in %)	1.4	1.4	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	-1.0%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023

Source: [Statista Consumer Market Outlook 2019](#)

Processed Fish & Seafood sales in South America will increase by 9.3% between 2010 and 2023

Processed Fish & Seafood: KPI comparison (2/2)

Revenue in billion US\$

China

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	241.8	281.0	307.4	338.3	364.5	389.6	413.9	438.7	463.2	489.6	518.4	544.7	559.6	575.8	6.9%
Processed Fish & Seafood	20.0	23.0	25.6	27.6	29.6	31.4	33.0	34.5	36.0	37.8	39.7	41.6	42.7	43.9	6.2%
Share of total market (in %)	8.3	8.2	8.3	8.2	8.1	8.1	8.0	7.9	7.8	7.7	7.7	7.6	7.6	7.6	-0.6%

South America

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	102.5	113.1	125.5	139.2	155.5	175.5	191.7	204.6	220.8	238.9	255.5	272.9	280.8	291.1	8.4%
Processed Fish & Seafood	2.1	2.4	2.7	3.0	3.4	3.8	4.2	4.5	4.9	5.4	5.8	6.2	6.5	6.8	9.3%
Share of total market (in %)	2.1	2.1	2.1	2.1	2.2	2.2	2.2	2.2	2.2	2.2	2.3	2.3	2.3	2.3	0.9%

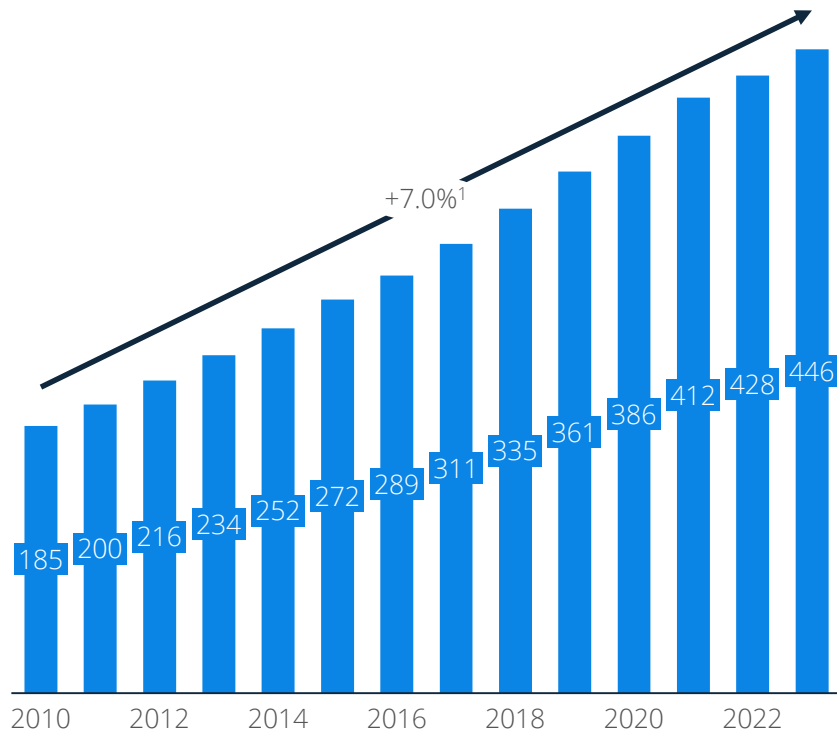
PROCESSED VEGETABLES, FRUIT & POTATOES



In 2018, worldwide Processed Vegetables, Fruit & Potatoes sales amounted to US\$335 billion

Processed Vegetables, Fruit & Potatoes: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Processed Vegetables, Fruit & Potatoes accounted for 9% of the Food revenue and 12% of volume sales in 2018.

In 2018, Processed Vegetables, Fruit & Potatoes sales increased by 7.8% in comparison to 2017 and reached US\$335 billion and 149,73 billion kg.

In the Processed Vegetables, Fruit & Potatoes segment, the United Kingdom (US\$272) and Luxembourg (US\$174) had the highest annual revenue per capita in 2018.



Revenues

US\$335bn
in 2018

+7.7%
CAGR¹ 2010-2018



Volume sales

149.73bn kg
in 2018

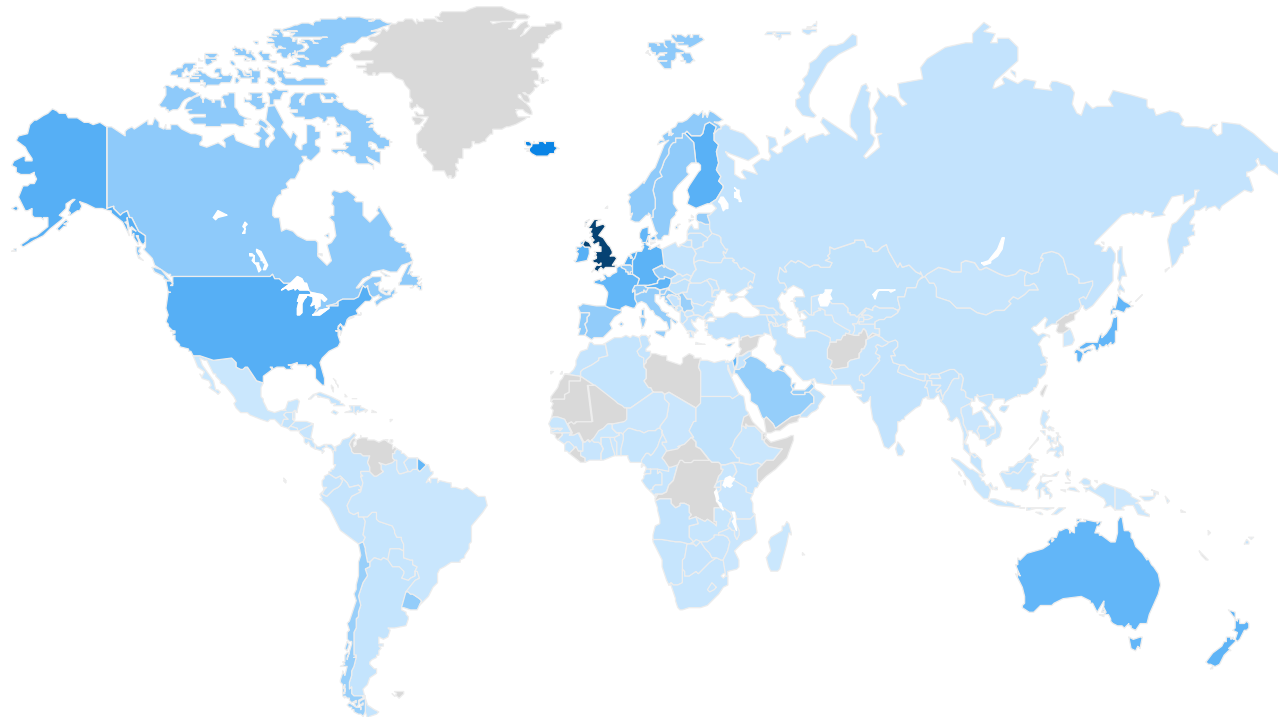
+5.8%
CAGR¹ 2010-2018

In 2018, the United Kingdom and Luxembourg spent the most on Processed Vegetables, Fruit & Potatoes

Processed Vegetables, Fruit & Potatoes: regional comparison (1/2)

Per-capita revenue in US\$ in 2018

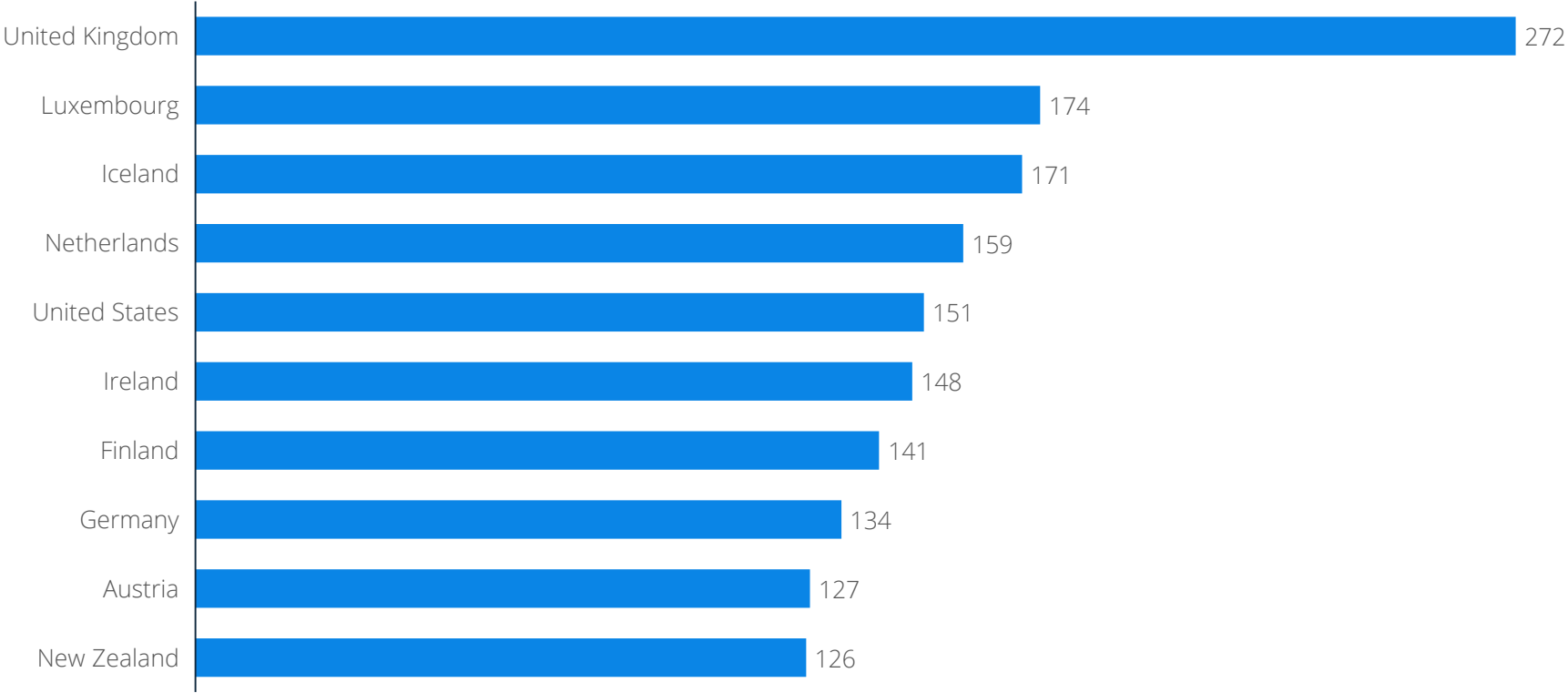
US\$1  US\$272  Out of scope



In 2018, the British spent an average of US\$272 on Processed Vegetables, Fruit & Potatoes

Processed Vegetables, Fruit & Potatoes: regional comparison (2/2)

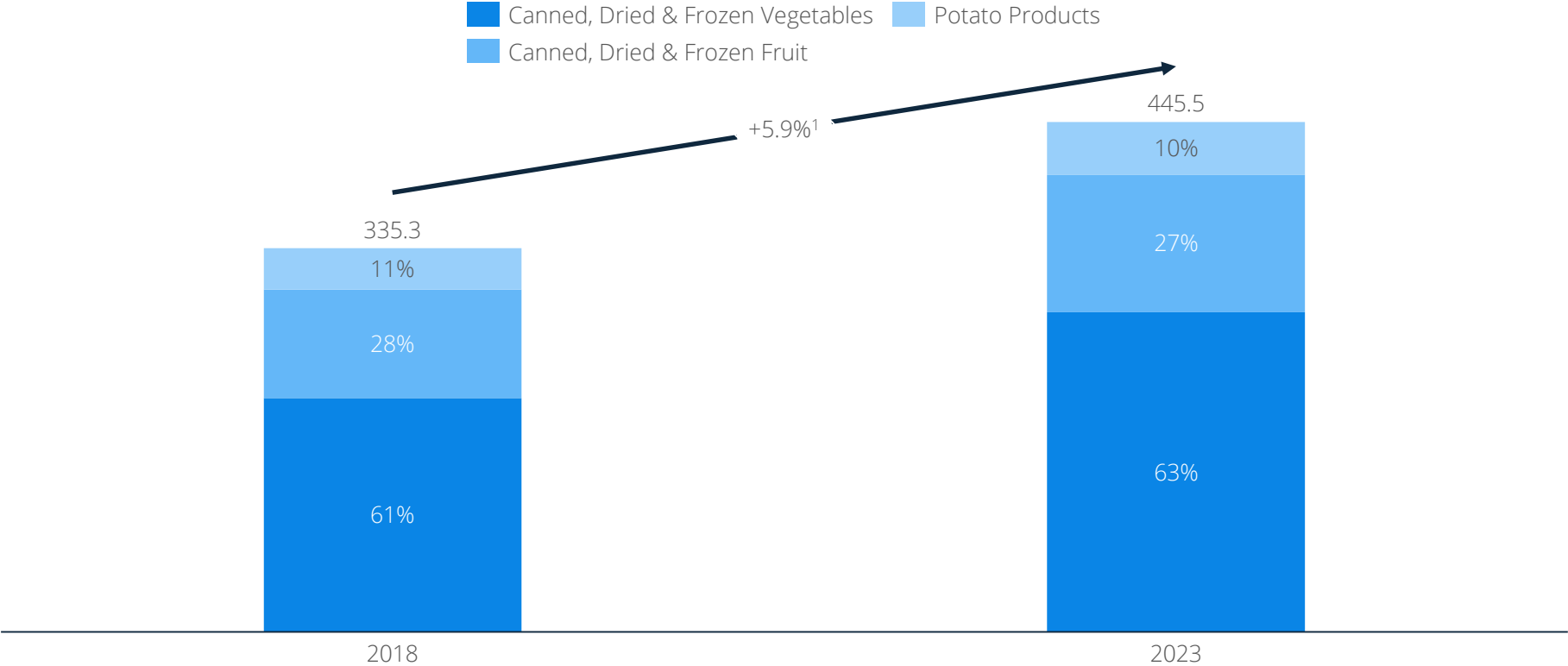
Top-10 per-capita revenue in US\$ in 2018



Canned, Dried & Frozen Vegetables generates the most revenue within the segment

Processed Vegetables, Fruit & Potatoes: revenue and growth by subsegment

Worldwide revenue in billion US\$



Processed Vegetables, Fruit & Potatoes sales in Europe will increase by 3.5% between 2010 and 2023

Processed Vegetables, Fruit & Potatoes: KPI comparison (1/2)

Revenue in billion US\$

Europe

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	727.3	752.2	777.8	799.0	829.0	861.2	877.6	911.3	942.5	972.7	1,002.2	1,033.7	1,048.6	1,065.1	3.0%
Processed Vegetables, Fruit & Potatoes	53.6	55.1	56.9	59.3	61.4	65.4	67.1	70.1	73.0	75.8	78.6	81.6	82.7	84.1	3.5%
Share of total market (in %)	7.4	7.3	7.3	7.4	7.4	7.6	7.6	7.7	7.7	7.8	7.8	7.9	7.9	7.9	0.5%

United States

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	508.3	542.4	561.4	574.8	599.7	614.6	615.9	638.9	661.6	683.1	702.1	721.2	731.1	741.1	2.9%
Processed Vegetables, Fruit & Potatoes	42.9	44.6	45.7	46.3	47.8	48.7	47.5	48.0	49.2	50.5	51.4	52.4	52.6	52.8	1.6%
Share of total market (in %)	8.4	8.2	8.1	8.1	8.0	7.9	7.7	7.5	7.4	7.4	7.3	7.3	7.2	7.1	-1.3%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023

Source: [Statista Consumer Market Outlook](#) 2019

Processed Vegetables, Fruit & Potatoes sales in South America will increase by 9.5% between 2010 and 2023

Processed Vegetables, Fruit & Potatoes: KPI comparison (2/2)

Revenue in billion US\$

China

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	241.8	281.0	307.4	338.3	364.5	389.6	413.9	438.7	463.2	489.6	518.4	544.7	559.6	575.8	6.9%
Processed Vegetables, Fruit & Potatoes	32.5	36.5	41.4	46.2	49.9	53.5	57.2	61.1	65.1	69.8	74.9	79.7	82.2	84.9	7.7%
Share of total market (in %)	13.4	13.0	13.5	13.7	13.7	13.7	13.8	13.9	14.0	14.2	14.4	14.6	14.7	14.7	0.7%

South America

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	102.5	113.1	125.5	139.2	155.5	175.5	191.7	204.6	220.8	238.9	255.5	272.9	280.8	291.1	8.4%
Processed Vegetables, Fruit & Potatoes	3.9	4.3	4.7	5.3	5.9	6.8	7.5	8.1	8.9	9.7	10.6	11.5	11.9	12.6	9.5%
Share of total market (in %)	3.8	3.8	3.8	3.8	3.8	3.9	3.9	4.0	4.0	4.1	4.1	4.2	4.3	4.3	1.1%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023
Source: [Statista Consumer Market Outlook 2019](#)

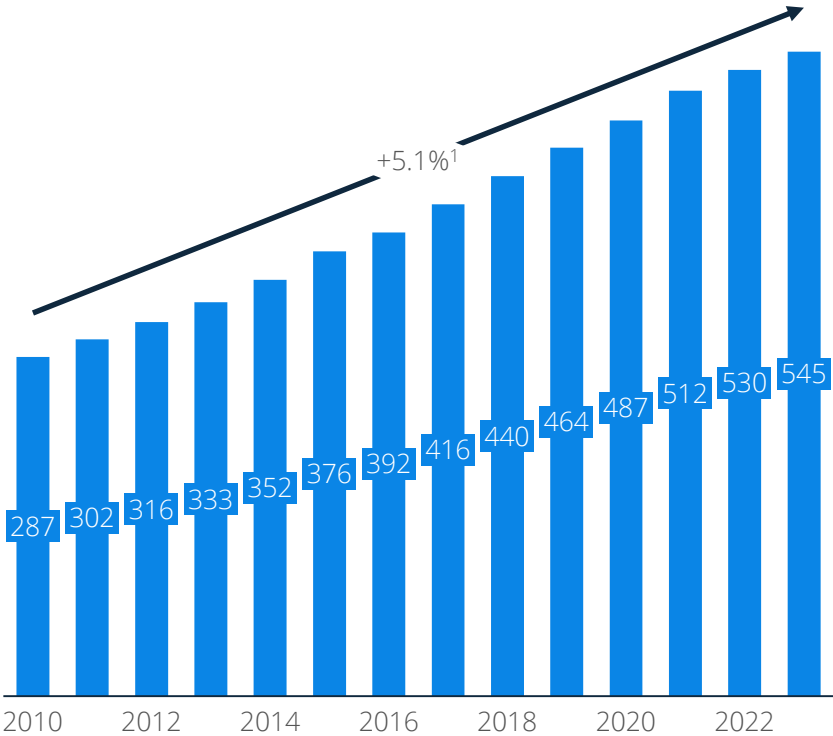
BREAD & BAKERY PRODUCTS



In 2018, worldwide Bread & Bakery Products sales amounted to US\$440 billion

Bread & Bakery Products: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Bread & Bakery Products accounted for 12% of the Food revenue and 9% of volume sales in 2018.

In 2018, Bread & Bakery Products sales increased by 5.7% in comparison to 2017 and reached US\$440 billion and 121,98 billion kg.

In the Bread & Bakery Products segment, Norway (US\$489) and Austria (US\$455) had the highest annual revenue per capita in 2018.



Revenues

US\$440bn
in 2018

+5.5%
CAGR¹ 2010-2018



Volume sales

121.98bn kg
in 2018

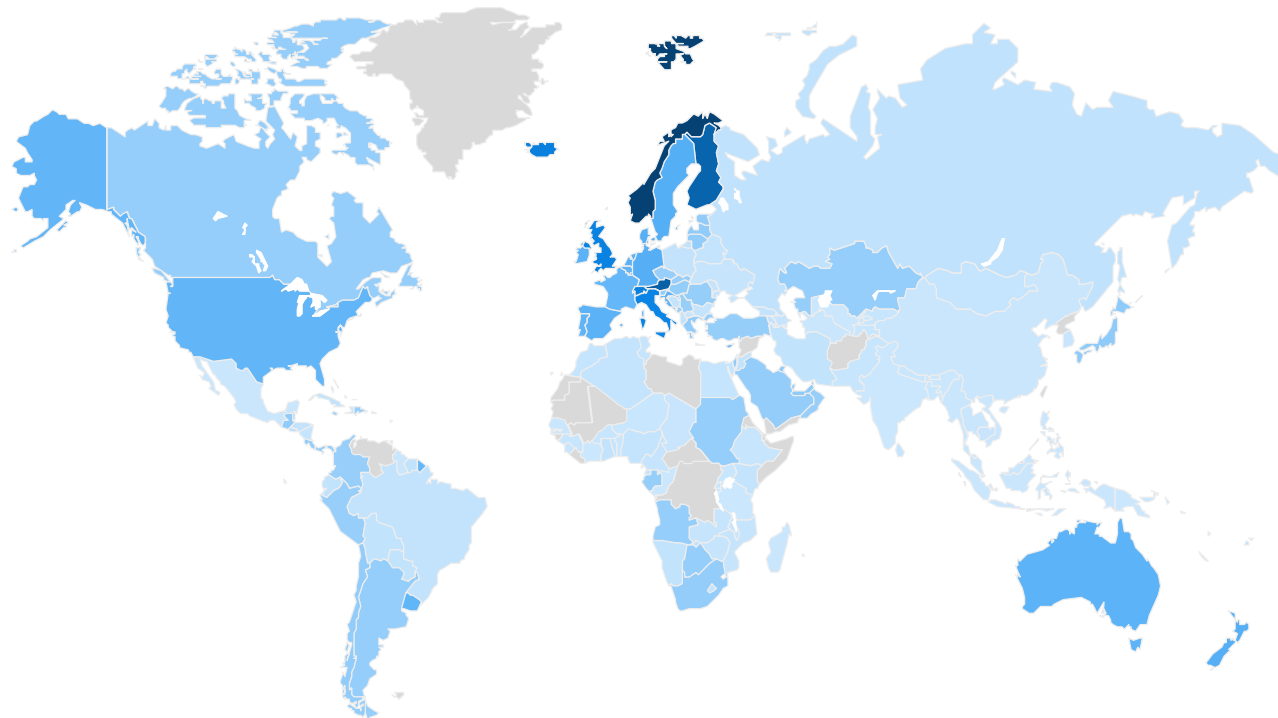
+2.5%
CAGR¹ 2010-2018

In 2018, Norway and Austria spent the most on Bread & Bakery Products

Bread & Bakery Products: regional comparison (1/2)

Per-capita revenue in US\$ in 2018

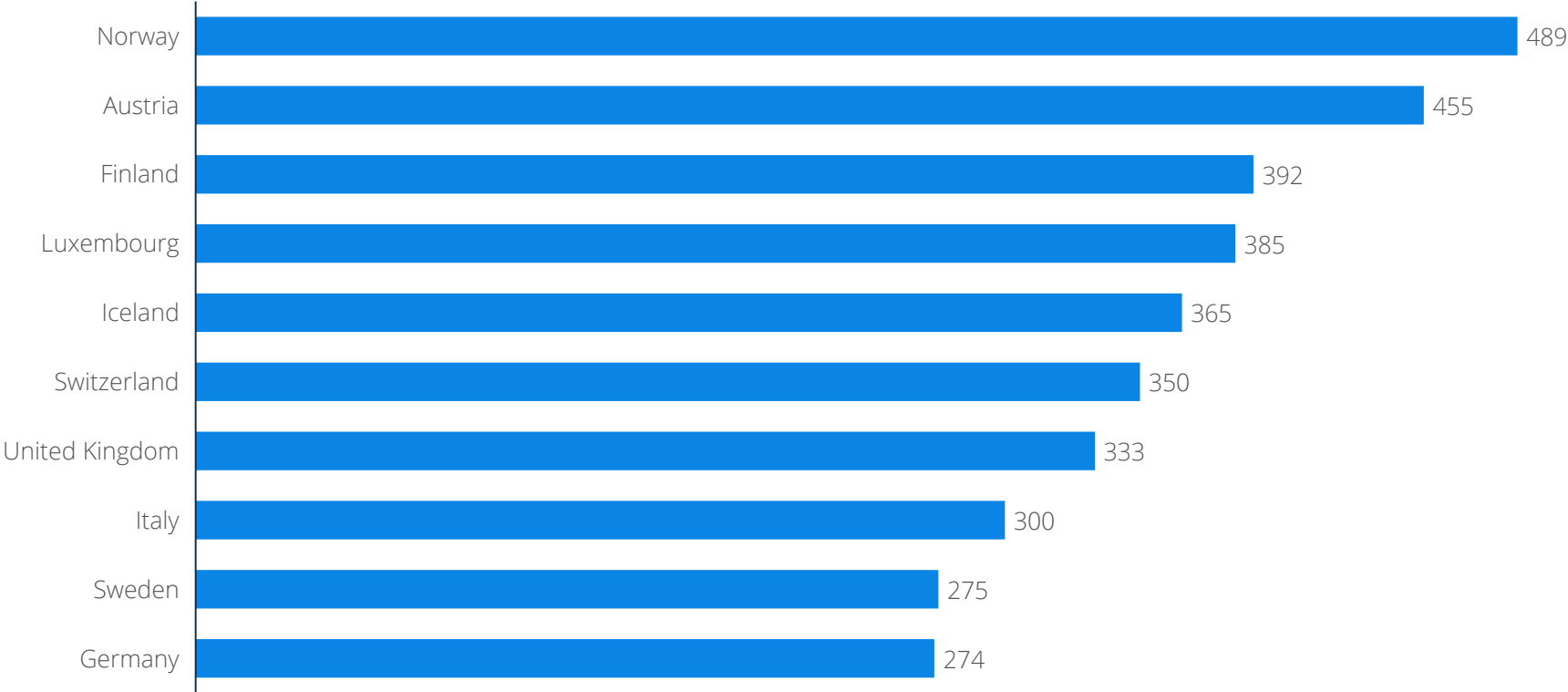
US\$1  US\$489  Out of scope



In 2018, Norwegians spent an average of US\$489 on Bread & Bakery Products

Bread & Bakery Products: regional comparison (2/2)

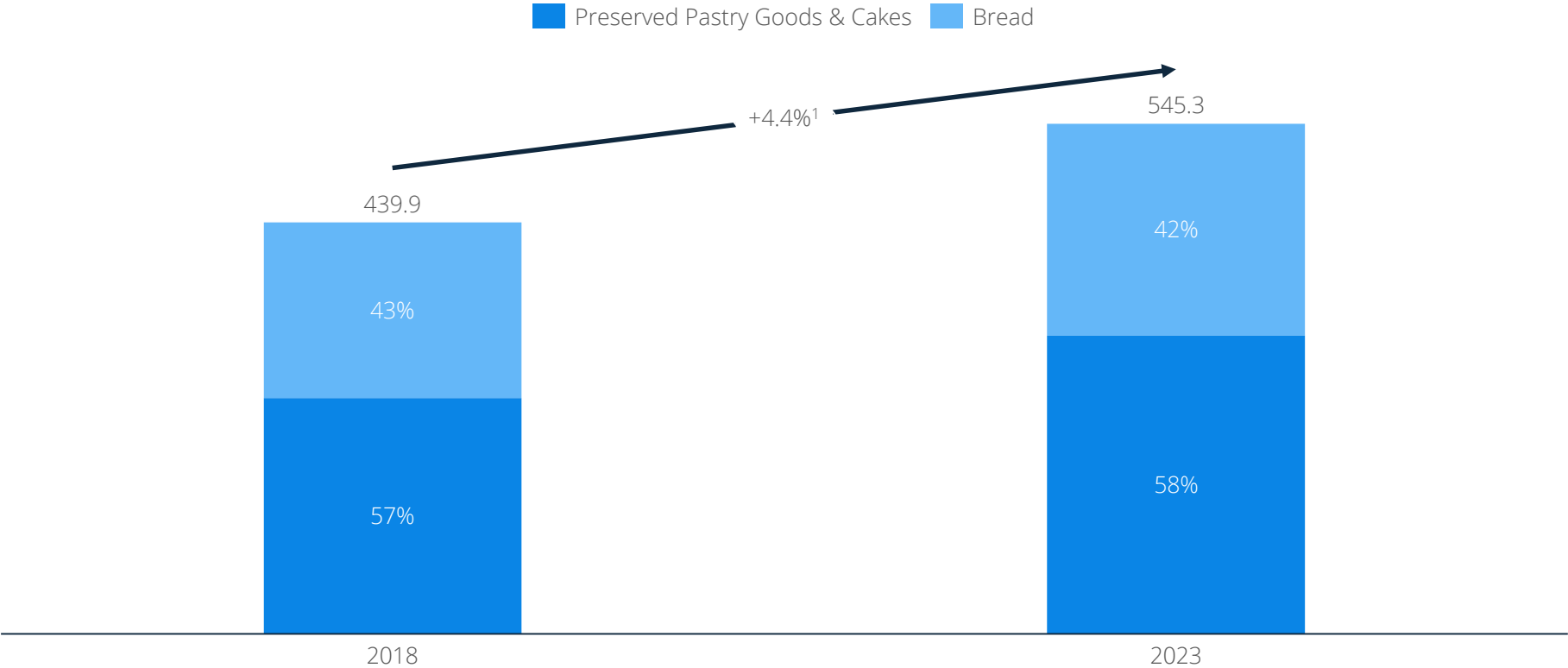
Top-10 per-capita revenue in US\$ in 2018



Preserved Pastry Goods & Cakes generates the most revenue within the Bread & Bakery Products segment

Bread & Bakery Products: revenue and growth by subsegment

Worldwide revenue in billion US\$



Bread & Bakery Products sales in Europe will increase by 3.1% between 2010 and 2023

Bread & Bakery Products: KPI comparison (1/2)

Revenue in billion US\$

Europe

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	727.3	752.2	777.8	799.0	829.0	861.2	877.6	911.3	942.5	972.7	1,002.2	1,033.7	1,048.6	1,065.1	3.0%
Bread & Bakery Products	117.5	121.1	125.8	129.3	134.0	141.5	144.3	150.2	155.6	160.5	165.3	170.4	172.8	175.3	3.1%
Share of total market (in %)	16.2	16.1	16.2	16.2	16.2	16.4	16.4	16.5	16.5	16.5	16.5	16.5	16.5	16.5	0.1%

United States

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	508.3	542.4	561.4	574.8	599.7	614.6	615.9	638.9	661.6	683.1	702.1	721.2	731.1	741.1	2.9%
Bread & Bakery Products	53.9	56.8	57.4	58.4	60.7	63.9	63.7	65.8	68.2	70.1	71.6	73.3	74.0	74.8	2.5%
Share of total market (in %)	10.6	10.5	10.2	10.2	10.1	10.4	10.3	10.3	10.3	10.3	10.2	10.2	10.1	10.1	-0.4%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023

Source: [Statista Consumer Market Outlook 2019](#)

Bread & Bakery Products sales in South America will increase by 8.0% between 2010 and 2023

Bread & Bakery Products: KPI comparison (2/2)

Revenue in billion US\$

China

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	241.8	281.0	307.4	338.3	364.5	389.6	413.9	438.7	463.2	489.6	518.4	544.7	559.6	575.8	6.9%
Bread & Bakery Products	6.6	7.9	9.0	10.4	11.8	13.1	14.3	15.4	16.4	17.4	18.5	19.5	20.1	20.8	9.3%
Share of total market (in %)	2.7	2.8	2.9	3.1	3.2	3.4	3.5	3.5	3.5	3.5	3.6	3.6	3.6	3.6	2.2%

South America

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	102.5	113.1	125.5	139.2	155.5	175.5	191.7	204.6	220.8	238.9	255.5	272.9	280.8	291.1	8.4%
Bread & Bakery Products	17.7	19.4	21.5	23.9	26.7	30.1	32.7	34.5	36.9	40.0	42.4	45.1	46.3	47.8	8.0%
Share of total market (in %)	17.2	17.2	17.1	17.2	17.1	17.1	17.1	16.9	16.7	16.8	16.6	16.5	16.5	16.4	-0.4%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023

Source: [Statista Consumer Market Outlook 2019](#)

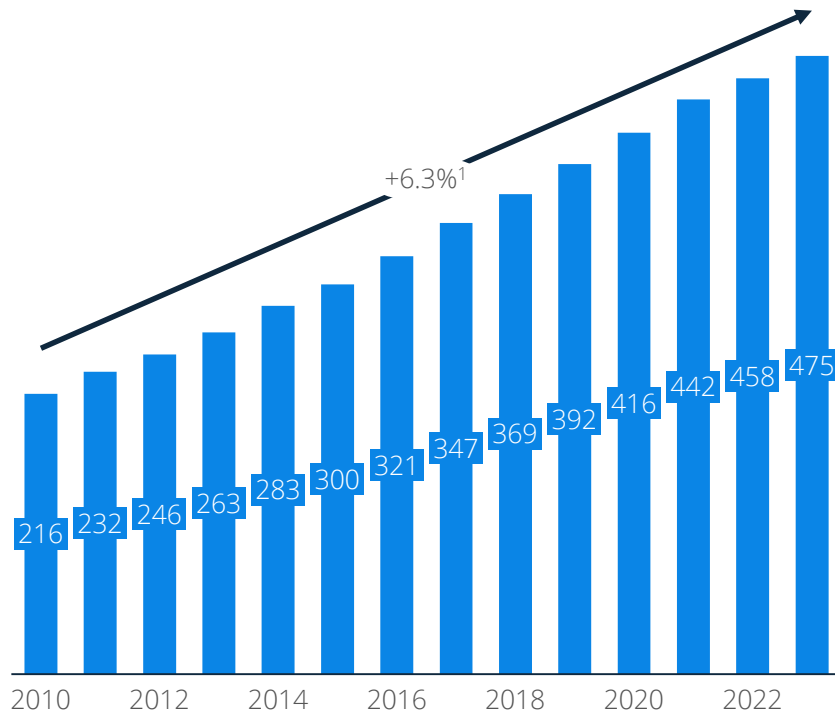
PASTA & RICE



In 2018, worldwide Pasta & Rice sales amounted to US\$369 billion

Pasta & Rice: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Pasta & Rice accounted for 10% of the Food revenue and 29% of volume sales in 2018.

In 2018, Pasta & Rice sales increased by 6.4% in comparison to 2017 and reached US\$369 billion and 369,91 billion kg.

In the Pasta & Rice segment, Indonesia (US\$134) and Thailand (US\$119) had the highest annual revenue per capita in 2018.



Revenues

US\$369bn
in 2018

+7.0%
CAGR¹ 2010-2018



Volume sales

369.91bn kg
in 2018

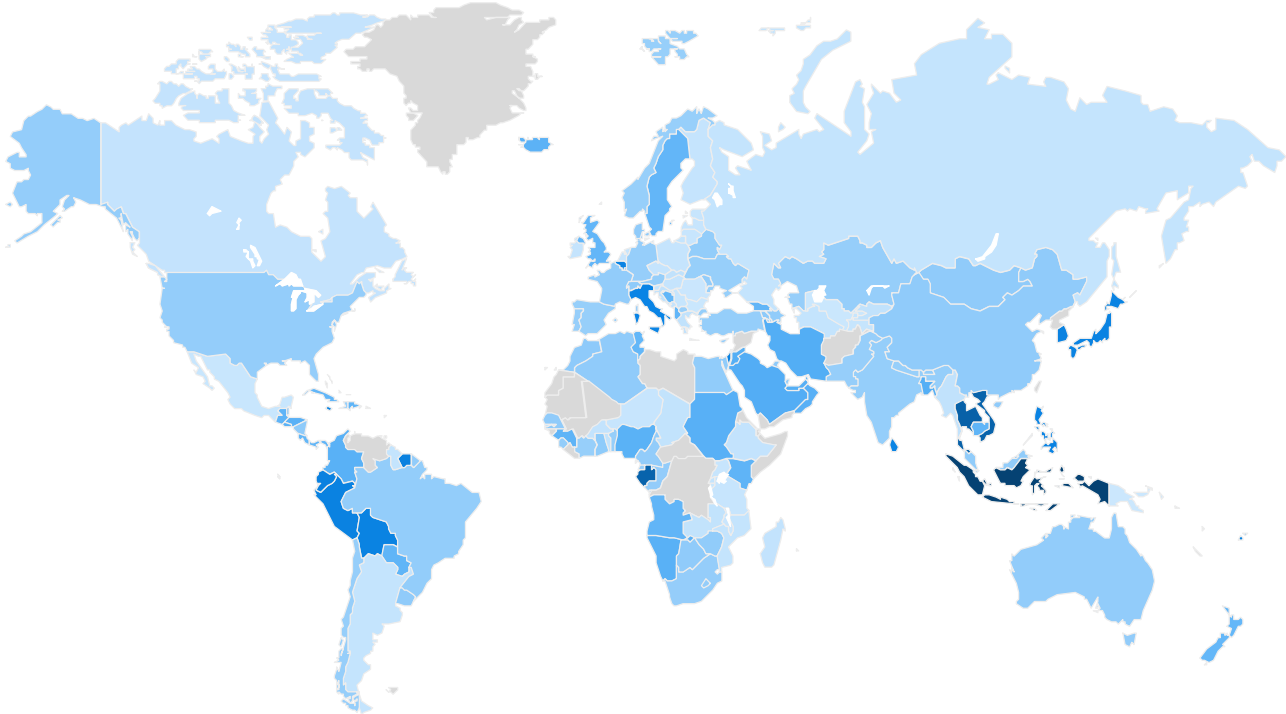
+3.0%
CAGR¹ 2010-2018

In 2018, Indonesia and Thailand spent the most on Pasta & Rice

Pasta & Rice: regional comparison (1/2)

Per-capita revenue in US\$ in 2018

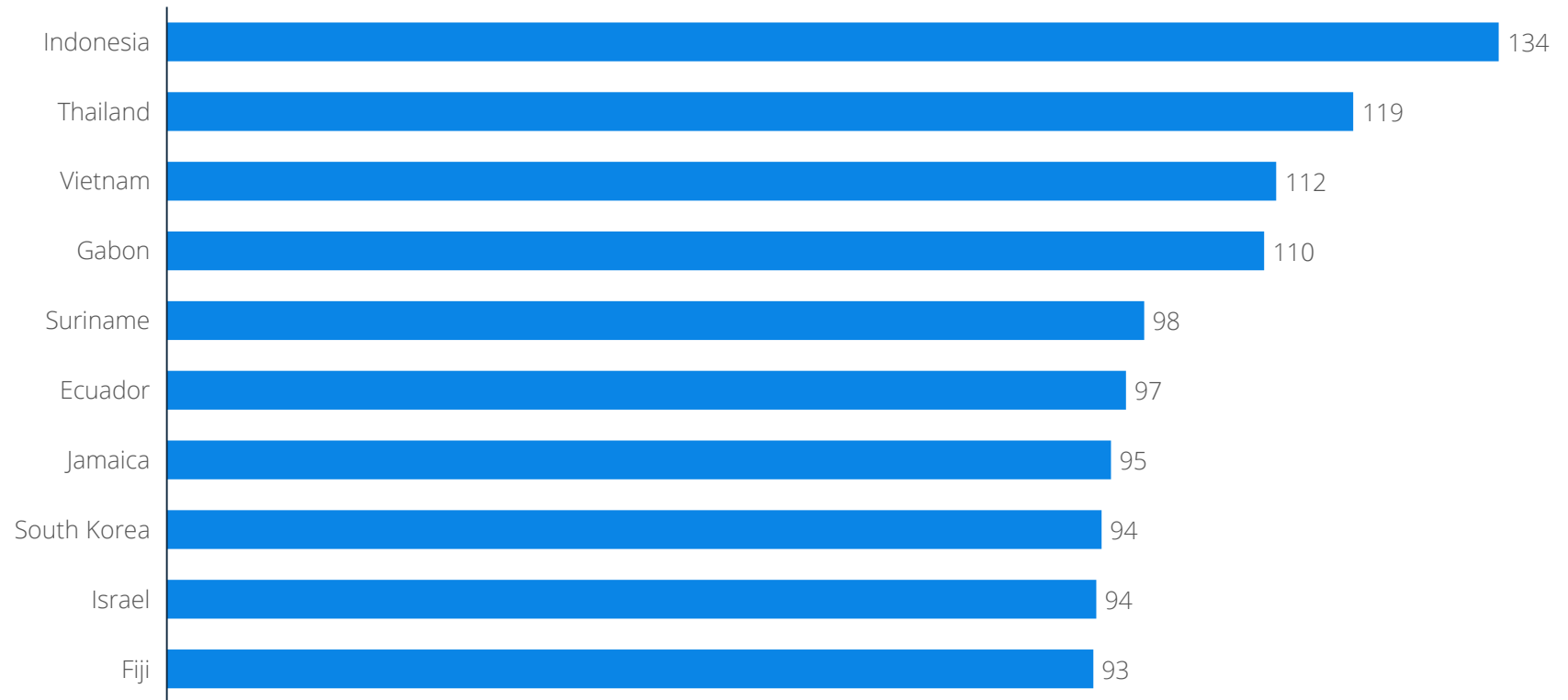
US\$4  US\$134  Out of scope



In 2018, Indonesians spent an average of US\$134 on Pasta & Rice

Pasta & Rice: regional comparison (2/2)

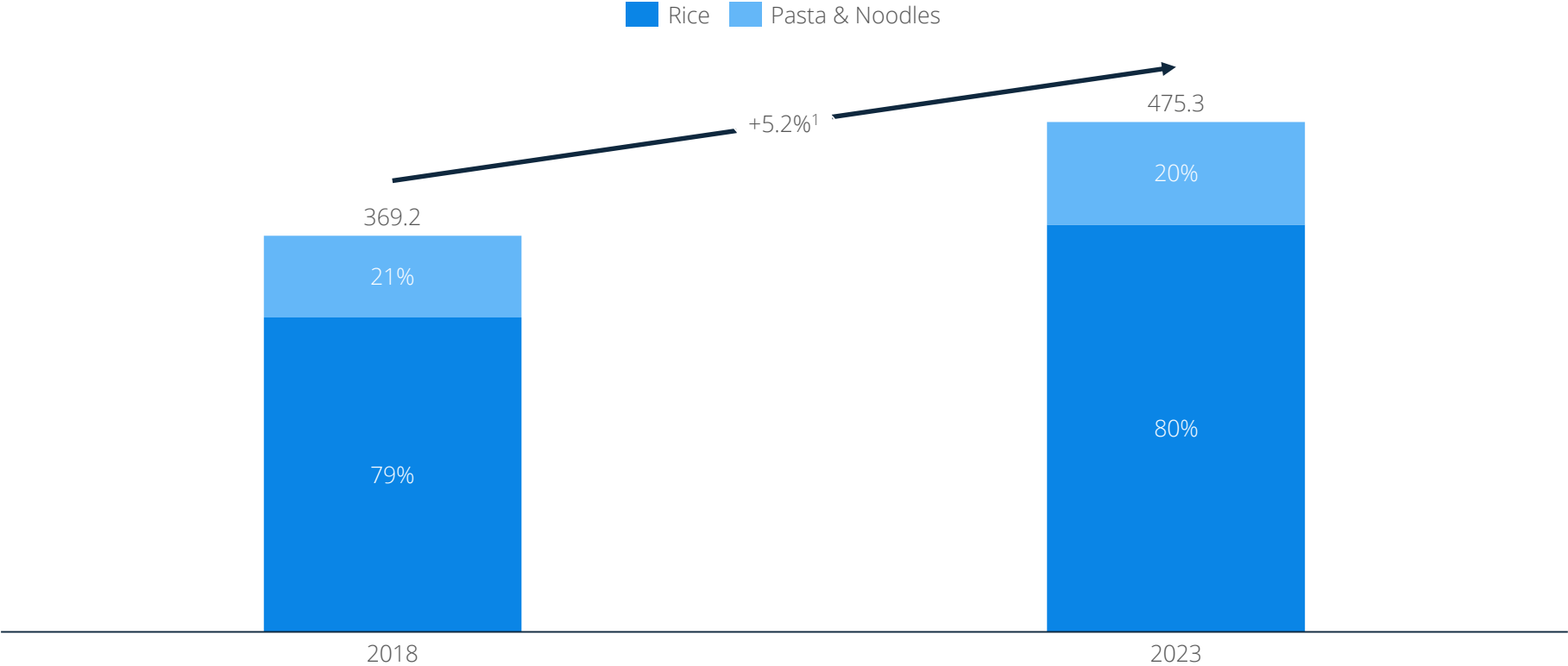
Top-10 per-capita revenue in US\$ in 2018



Rice generates the most revenue within the Pasta & Rice segment

Pasta & Rice: revenue and growth by subsegment

Worldwide revenue in billion US\$



Pasta & Rice sales in Europe will increase by 3.6% between 2010 and 2023

Pasta & Rice: KPI comparison (1/2)

Revenue in billion US\$

Europe

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	727.3	752.2	777.8	799.0	829.0	861.2	877.6	911.3	942.5	972.7	1,002.2	1,033.7	1,048.6	1,065.1	3.0%
Pasta & Rice	22.7	23.4	24.5	25.4	26.4	27.8	29.0	30.3	31.3	32.4	33.4	34.5	35.1	35.7	3.6%
Share of total market (in %)	3.1	3.1	3.2	3.2	3.2	3.2	3.3	3.3	3.3	3.3	3.3	3.3	3.4	3.4	0.6%

United States

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	508.3	542.4	561.4	574.8	599.7	614.6	615.9	638.9	661.6	683.1	702.1	721.2	731.1	741.1	2.9%
Pasta & Rice	11.3	11.8	11.7	12.0	12.1	12.1	12.4	12.6	12.7	12.9	13.0	13.2	13.3	13.3	1.2%
Share of total market (in %)	2.2	2.2	2.1	2.1	2.0	2.0	2.0	2.0	1.9	1.9	1.9	1.8	1.8	1.8	-1.6%

Pasta & Rice sales in South America will increase by 6.2% between 2010 and 2023

Pasta & Rice: KPI comparison (2/2)

Revenue in billion US\$

China

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	241.8	281.0	307.4	338.3	364.5	389.6	413.9	438.7	463.2	489.6	518.4	544.7	559.6	575.8	6.9%
Pasta & Rice	44.6	50.1	52.5	55.8	59.0	62.7	66.0	69.1	71.7	74.3	77.3	80.2	81.6	83.4	4.9%
Share of total market (in %)	18.4	17.8	17.1	16.5	16.2	16.1	16.0	15.8	15.5	15.2	14.9	14.7	14.6	14.5	-1.8%

South America

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	102.5	113.1	125.5	139.2	155.5	175.5	191.7	204.6	220.8	238.9	255.5	272.9	280.8	291.1	8.4%
Pasta & Rice	11.6	12.5	13.5	14.6	15.8	17.4	18.6	19.3	20.3	21.6	22.7	24.0	24.5	25.2	6.2%
Share of total market (in %)	11.3	11.1	10.7	10.5	10.2	9.9	9.7	9.4	9.2	9.0	8.9	8.8	8.7	8.7	-2.0%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023

Source: [Statista Consumer Market Outlook](#) 2019

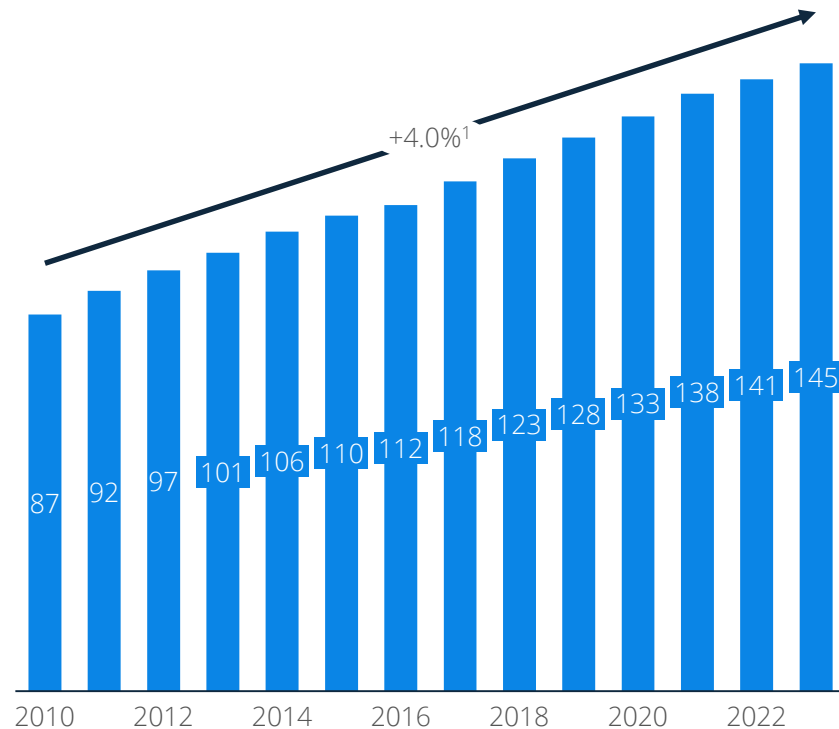
SAUCES & CONDIMENTS



In 2018, worldwide Sauces & Condiments sales amounted to US\$123 billion

Sauces & Condiments: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Sauces & Condiments accounted for 3% of the Food revenue and 3% of volume sales in 2018.

In 2018, Sauces & Condiments sales increased by 4.5% in comparison to 2017 and reached US\$123 billion and 38,59 billion kg.

In the Sauces & Condiments segment, the United States (US\$129) and Sweden (US\$96) had the highest annual revenue per capita in 2018.



Revenues

US\$123bn
in 2018

+4.4%
CAGR¹ 2010-2018



Volume sales

38.59bn kg
in 2018

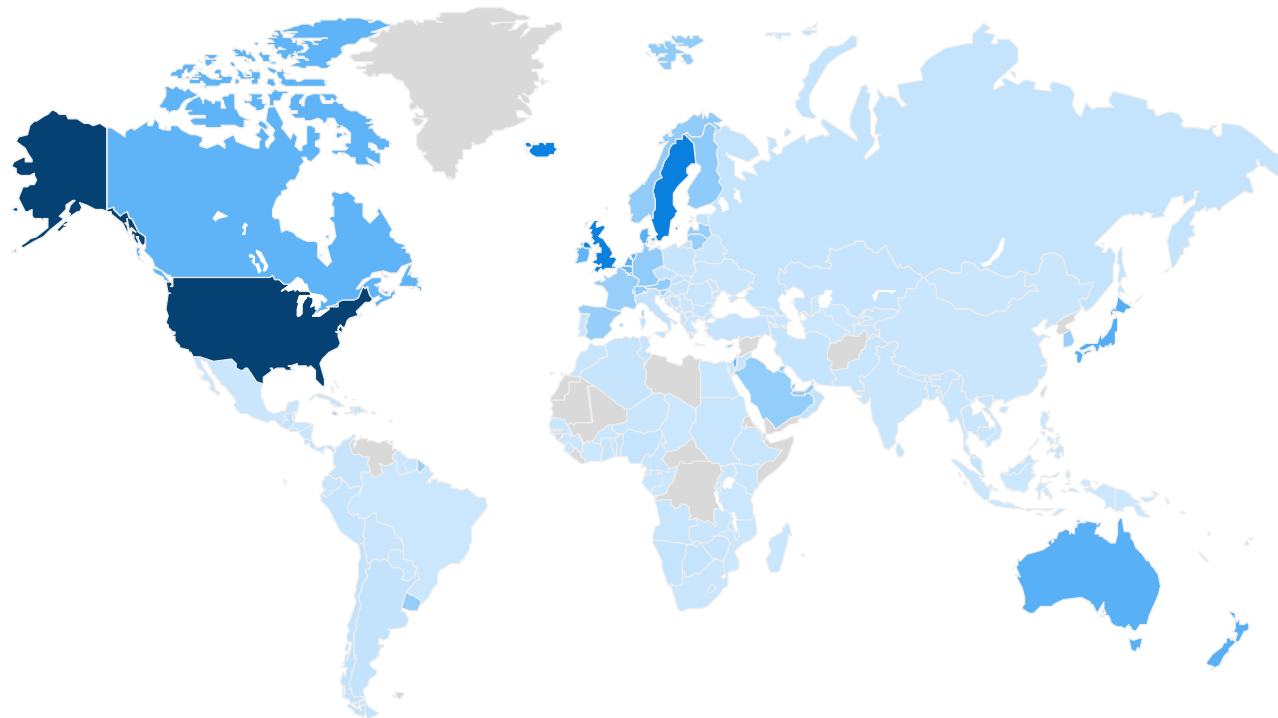
+2.4%
CAGR¹ 2010-2018

In 2018, the United States and Sweden spent the most on Sauces & Condiments

Sauces & Condiments: regional comparison (1/2)

Per-capita revenue in US\$ in 2018

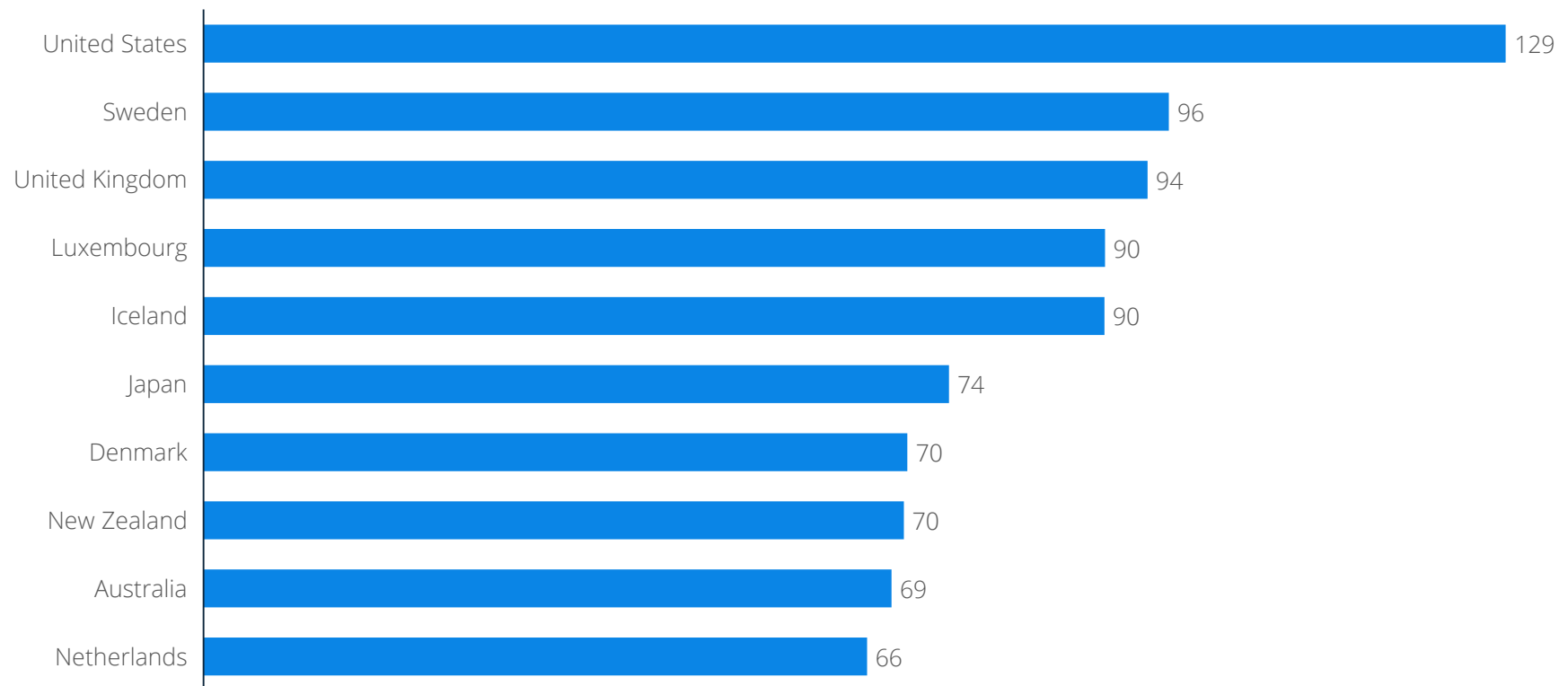
US\$1  US\$129  Out of scope



In 2018, Americans spent an average of US\$129 on Sauces & Condiments

Sauces & Condiments: regional comparison (2/2)

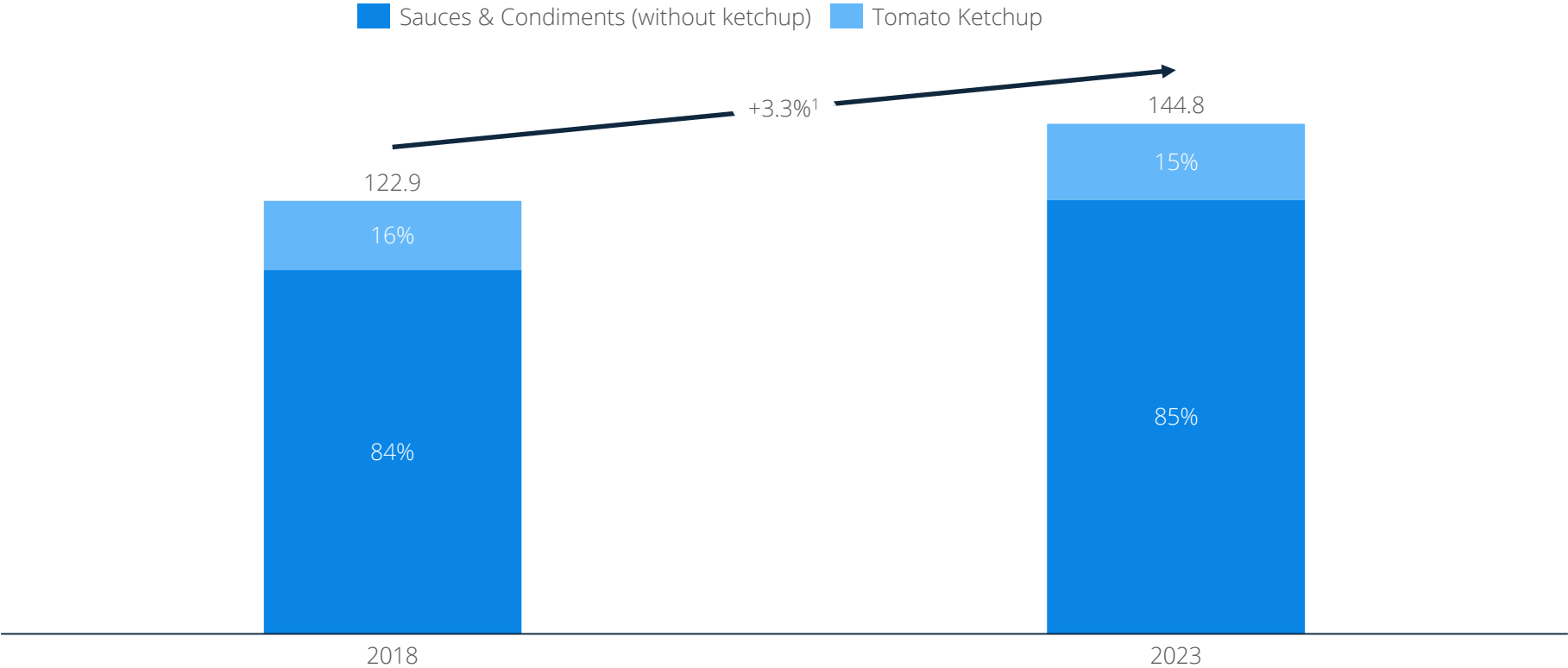
Top-10 per-capita revenue in US\$ in 2018



Sauces & Condiments (without ketchup) generate the most revenue within the segment

Sauces & Condiments: revenue and growth by subsegment

Worldwide revenue in billion US\$



Sauces & Condiments sales in Europe will increase by 2.9% between 2010 and 2023

Sauces & Condiments: KPI comparison (1/2)

Revenue in billion US\$

Europe

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	727.3	752.2	777.8	799.0	829.0	861.2	877.6	911.3	942.5	972.7	1,002.2	1,033.7	1,048.6	1,065.1	3.0%
Sauces & Condiments	19.8	20.4	21.4	22.0	22.6	23.3	23.9	24.8	25.6	26.3	27.0	27.8	28.2	28.7	2.9%
Share of total market (in %)	2.7	2.7	2.8	2.8	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7	2.7	-0.1%

United States

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	508.3	542.4	561.4	574.8	599.7	614.6	615.9	638.9	661.6	683.1	702.1	721.2	731.1	741.1	2.9%
Sauces & Condiments	35.0	37.6	39.5	40.5	41.7	41.8	40.5	41.3	42.2	42.7	43.4	44.2	44.6	45.0	1.9%
Share of total market (in %)	6.9	6.9	7.0	7.1	7.0	6.8	6.6	6.5	6.4	6.3	6.2	6.1	6.1	6.1	-1.0%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023

Source: [Statista Consumer Market Outlook 2019](#)

Sauces & Condiments sales in South America will increase by 7.7% between 2010 and 2023

Sauces & Condiments: KPI comparison (2/2)

Revenue in billion US\$

China

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	241.8	281.0	307.4	338.3	364.5	389.6	413.9	438.7	463.2	489.6	518.4	544.7	559.6	575.8	6.9%
Sauces & Condiments	4.6	5.0	5.3	5.6	6.1	6.6	7.1	7.6	8.0	8.4	8.9	9.3	9.5	9.8	6.0%
Share of total market (in %)	1.9	1.8	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	1.7	-0.8%

South America

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	102.5	113.1	125.5	139.2	155.5	175.5	191.7	204.6	220.8	238.9	255.5	272.9	280.8	291.1	8.4%
Sauces & Condiments	1.7	1.9	2.0	2.2	2.4	2.7	2.9	3.2	3.5	3.8	4.0	4.3	4.4	4.6	7.7%
Share of total market (in %)	1.7	1.7	1.6	1.5	1.5	1.5	1.5	1.6	1.6	1.6	1.6	1.6	1.6	1.6	-0.6%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023

Source: [Statista Consumer Market Outlook 2019](#)

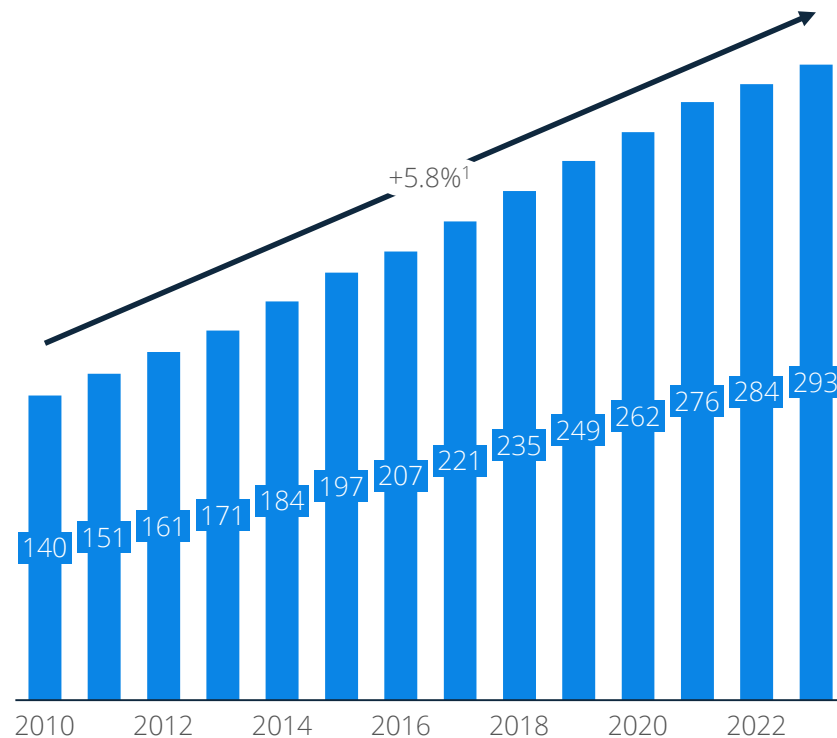
CONVENIENCE FOOD



In 2018, worldwide Convenience Food sales amounted to US\$235 billion

Convenience Food: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Convenience Food accounted for 7% of the Food revenue and 3% of volume sales in 2018.

In 2018, Convenience Food sales increased by 6.3% in comparison to 2017 and reached US\$235 billion and 42,47 billion kg.

In the Convenience Food segment, Finland (US\$213) and the United States (US\$209) had the highest annual revenue per capita in 2018.



Revenues

US\$235bn
in 2018

+6.6%
CAGR¹ 2010-2018



Volume sales

42.47bn kg
in 2018

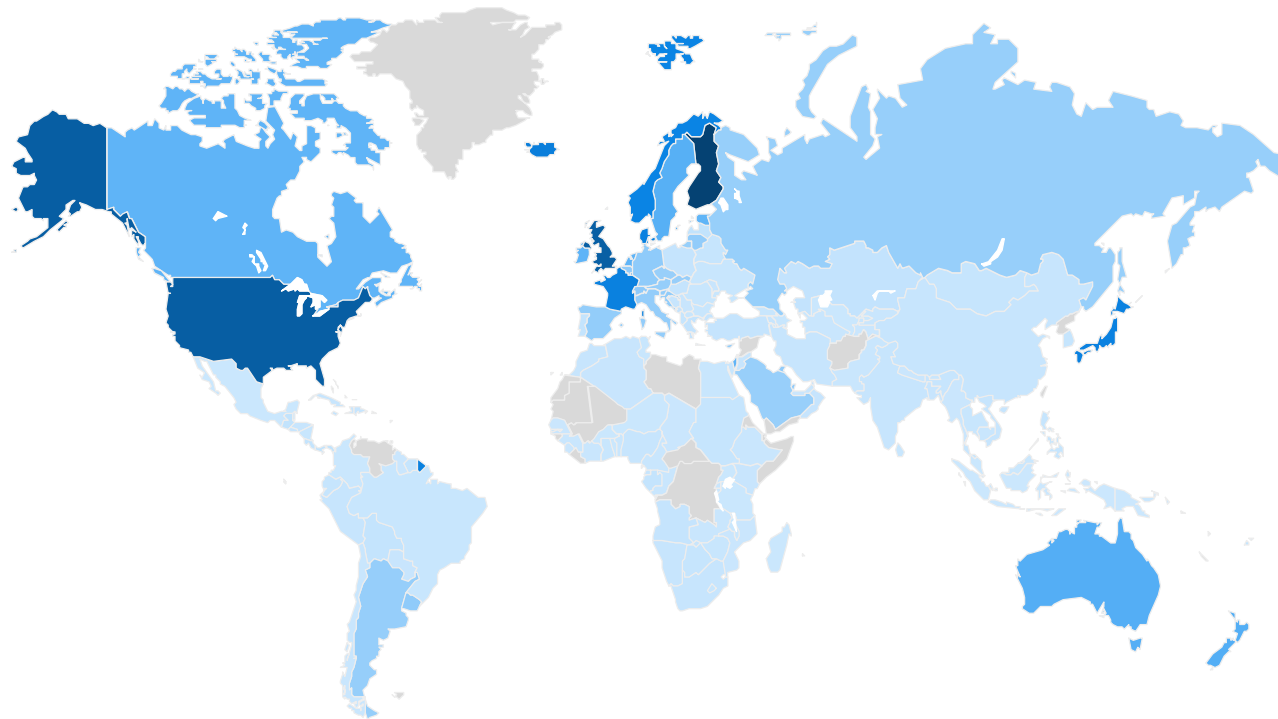
+5.0%
CAGR¹ 2010-2018

In 2018, Finland and the United States spent the most on Convenience Food

Convenience Food: regional comparison (1/2)

Per-capita revenue in US\$ in 2018

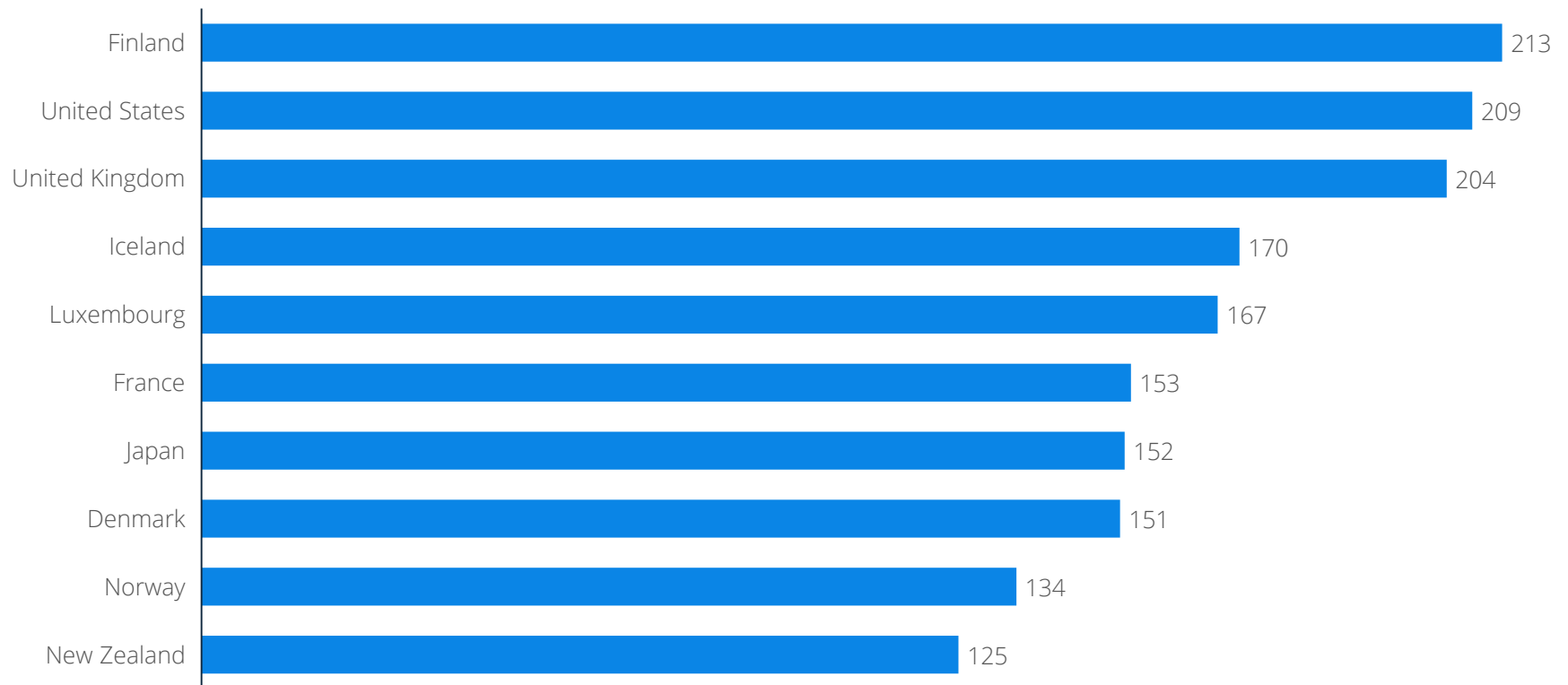
US\$1  US\$213  Out of scope



In 2018, Finns spent an average of US\$213 on Convenience Food

Convenience Food: regional comparison (2/2)

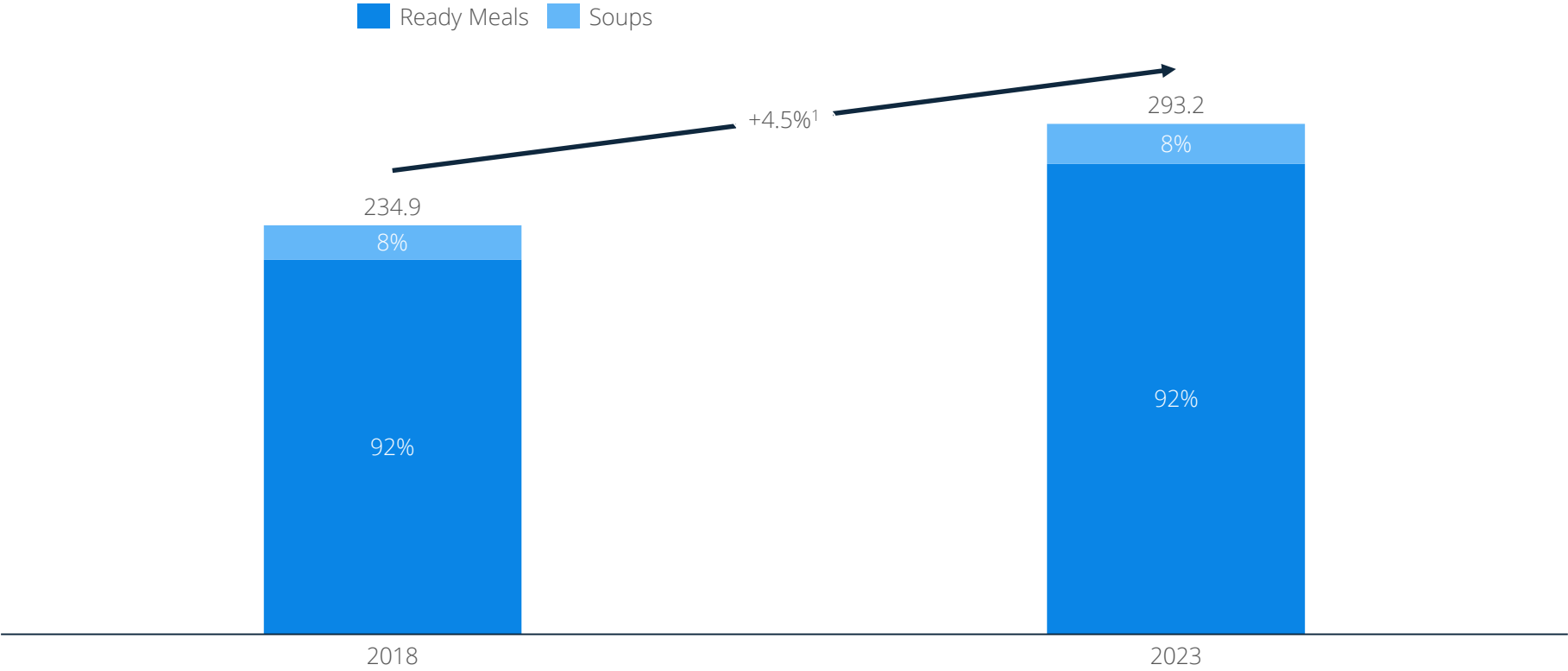
Top-10 per-capita revenue in US\$ in 2018



Ready Meals generates the most revenue within the Convenience Food segment

Convenience Food: revenue and growth by subsegment

Worldwide revenue in billion US\$



Convenience Food sales in Europe will increase by 3.7% between 2010 and 2023

Convenience Food: KPI comparison (1/2)

Revenue in billion US\$

Europe

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	727.3	752.2	777.8	799.0	829.0	861.2	877.6	911.3	942.5	972.7	1,002.2	1,033.7	1,048.6	1,065.1	3.0%
Convenience Food	41.8	42.5	43.9	44.7	47.9	51.2	53.4	56.0	58.3	60.6	62.8	65.2	66.3	67.5	3.7%
Share of total market (in %)	5.8	5.7	5.6	5.6	5.8	5.9	6.1	6.2	6.2	6.2	6.3	6.3	6.3	6.3	0.7%

United States

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	508.3	542.4	561.4	574.8	599.7	614.6	615.9	638.9	661.6	683.1	702.1	721.2	731.1	741.1	2.9%
Convenience Food	46.8	49.8	52.3	54.5	58.1	61.0	61.8	65.1	68.1	70.8	73.3	75.6	76.9	78.1	4.0%
Share of total market (in %)	9.2	9.2	9.3	9.5	9.7	9.9	10.0	10.2	10.3	10.4	10.4	10.5	10.5	10.5	1.1%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023

Source: [Statista Consumer Market Outlook 2019](#)

Convenience Food sales in South America will increase by 11.8% between 2010 and 2023

Convenience Food: KPI comparison (2/2)

Revenue in billion US\$

China

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	241.8	281.0	307.4	338.3	364.5	389.6	413.9	438.7	463.2	489.6	518.4	544.7	559.6	575.8	6.9%
Convenience Food	13.1	15.4	17.2	18.8	19.8	20.3	20.9	21.5	22.4	23.6	24.8	25.9	26.6	27.3	5.8%
Share of total market (in %)	5.4	5.5	5.6	5.6	5.4	5.2	5.0	4.9	4.8	4.8	4.8	4.8	4.7	4.7	-1.0%

South America

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	102.5	113.1	125.5	139.2	155.5	175.5	191.7	204.6	220.8	238.9	255.5	272.9	280.8	291.1	8.4%
Convenience Food	2.1	2.4	2.7	3.1	3.7	4.4	5.0	5.7	6.4	7.1	7.8	8.5	8.8	9.1	11.8%
Share of total market (in %)	2.1	2.1	2.2	2.3	2.4	2.5	2.6	2.8	2.9	3.0	3.0	3.1	3.1	3.1	3.2%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023

Source: [Statista Consumer Market Outlook](#) 2019

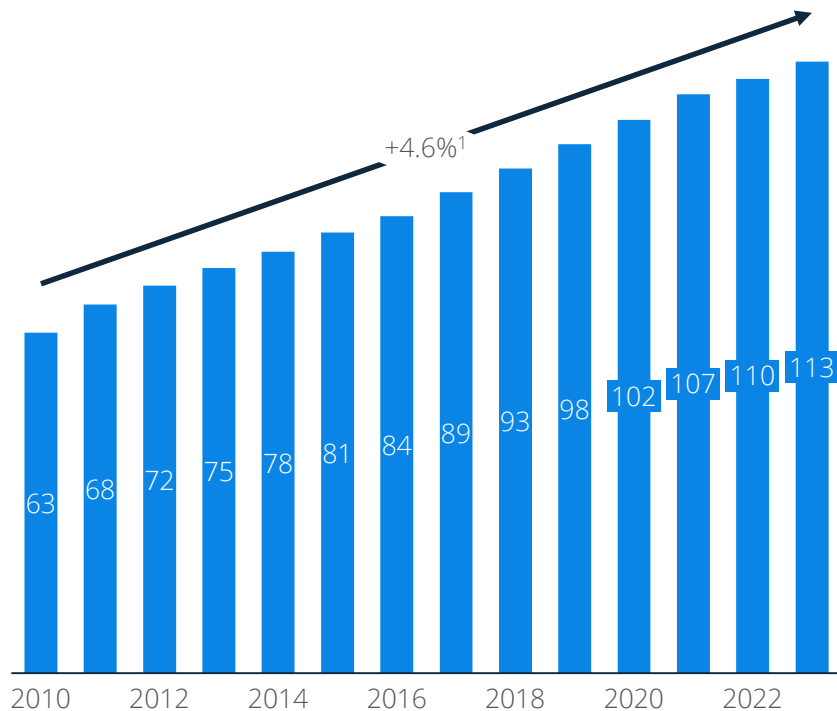
BREAKFAST PRODUCTS



In 2018, worldwide Breakfast Products sales amounted to US\$93 billion

Breakfast Products: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Breakfast Products accounted for 3% of the Food revenue and 2% of volume sales in 2018.

In 2018, Breakfast Products sales increased by 4.9% in comparison to 2017 and reached US\$93 billion and 19,55 billion kg.

In the Breakfast Products segment, Ireland (US\$66) and Switzerland (US\$59) had the highest annual revenue per capita in 2018.



Revenues

US\$93bn
in 2018

+5.0%
CAGR¹ 2010-2018



Volume sales

19.55bn kg
in 2018

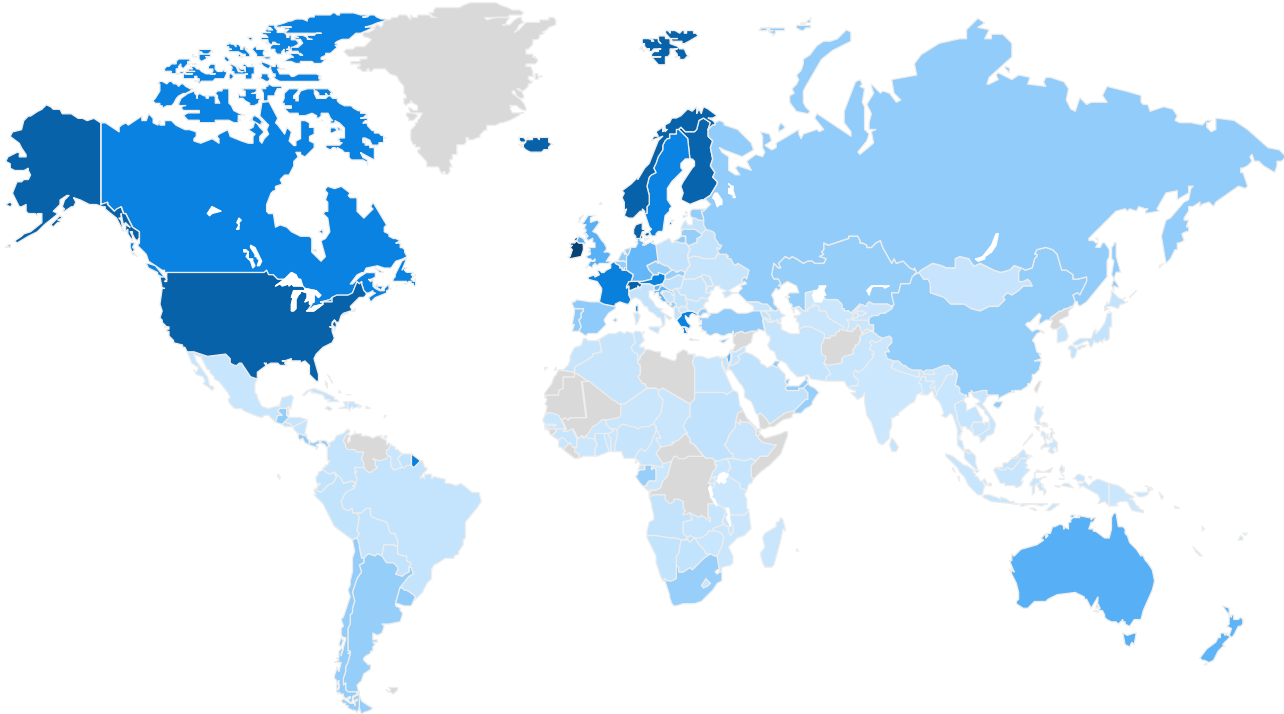
+2.3%
CAGR¹ 2010-2018

In 2018, Ireland and Switzerland spent the most on Breakfast Products

Breakfast Products: regional comparison (1/2)

Per-capita revenue in US\$ in 2018

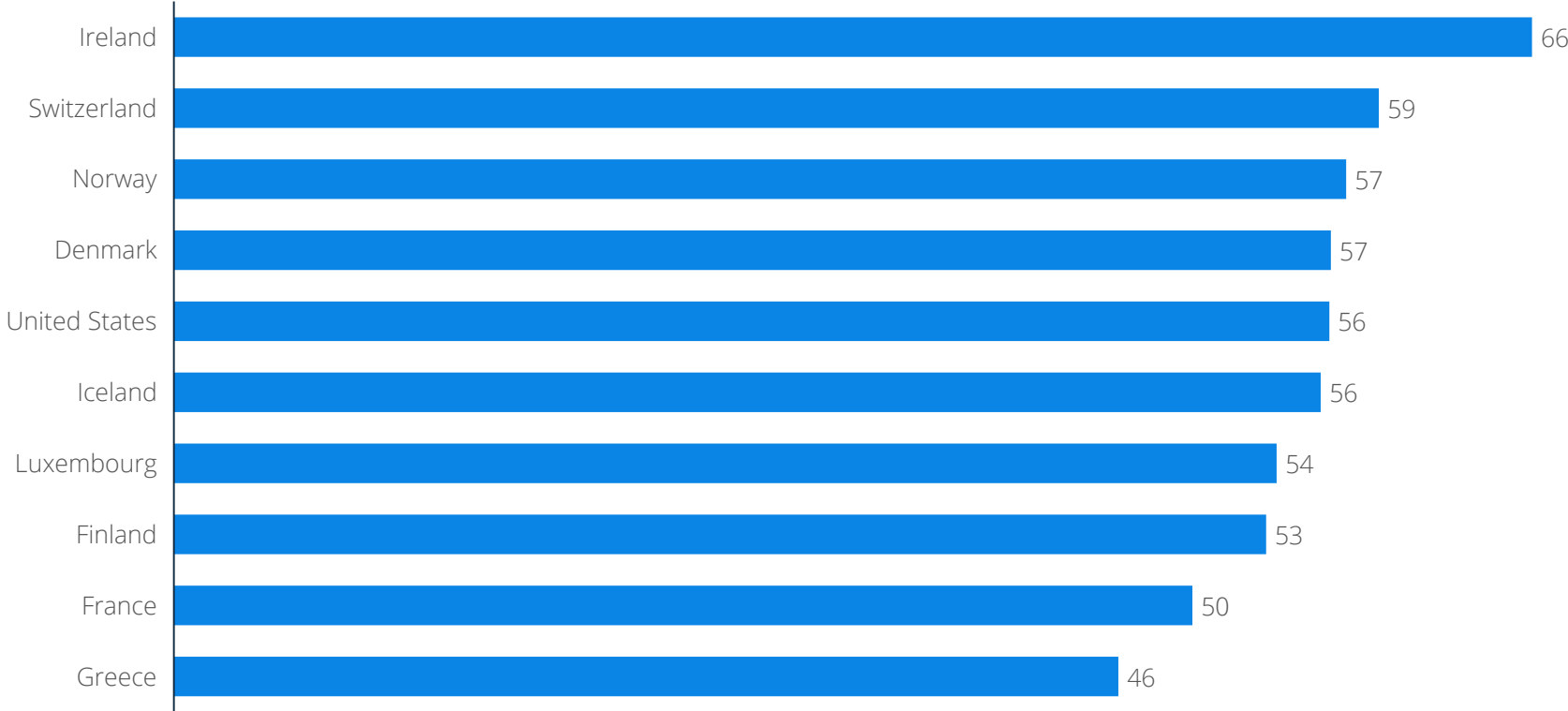
US\$1  US\$66  Out of scope



In 2018, the Irish spent an average of US\$66 on Breakfast Products

Breakfast Products: regional comparison (2/2)

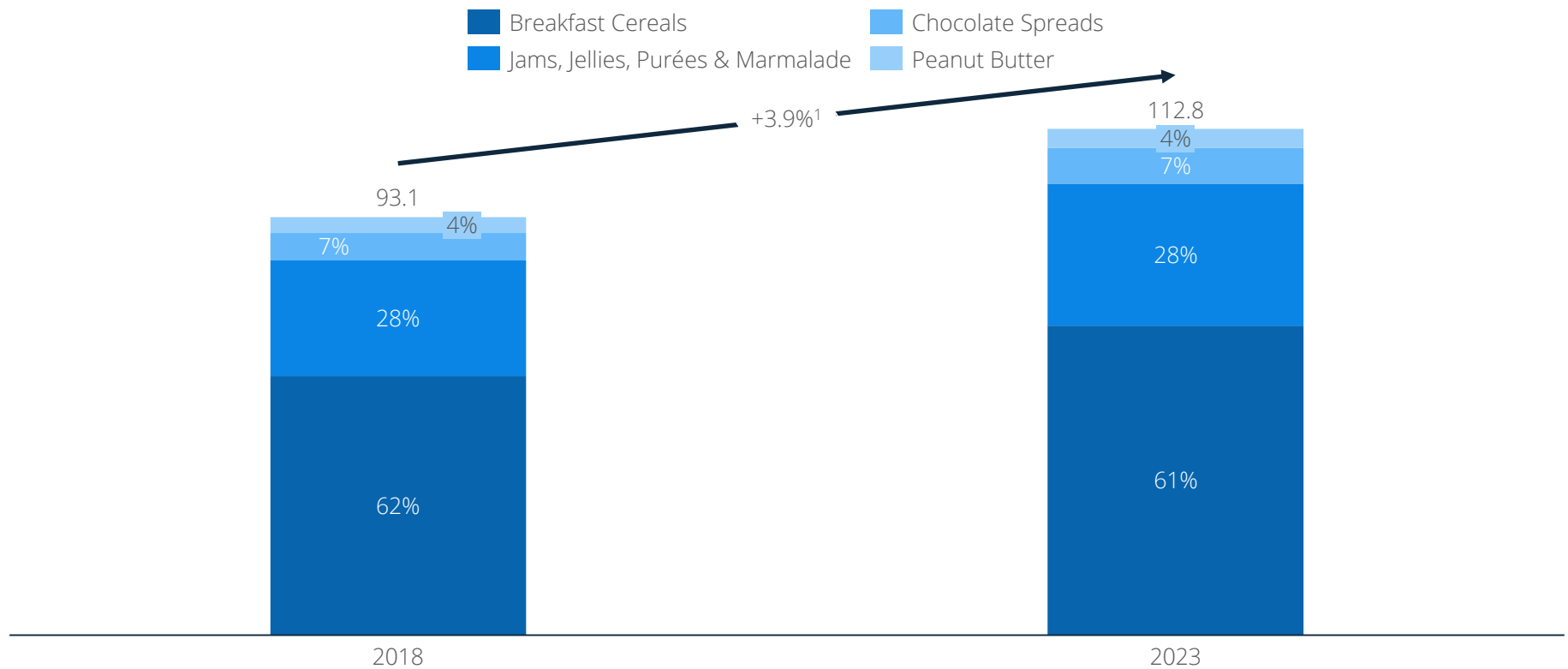
Top-10 per-capita revenue in US\$ in 2018



Breakfast Cereals generates the most revenue within the Breakfast Products segment

Breakfast Products: revenue and growth by subsegment

Worldwide revenue in billion US\$



Breakfast Products sales in Europe will increase by 3.2% between 2010 and 2023

Breakfast Products: KPI comparison (1/2)

Revenue in billion US\$

Europe

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	727.3	752.2	777.8	799.0	829.0	861.2	877.6	911.3	942.5	972.7	1,002.2	1,033.7	1,048.6	1,065.1	3.0%
Breakfast Products	15.4	16.2	16.8	17.3	17.6	18.4	18.9	19.7	20.5	21.2	21.8	22.5	22.9	23.3	3.2%
Share of total market (in %)	2.1	2.2	2.2	2.2	2.1	2.1	2.2	2.2	2.2	2.2	2.2	2.2	2.2	2.2	0.2%

United States

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	508.3	542.4	561.4	574.8	599.7	614.6	615.9	638.9	661.6	683.1	702.1	721.2	731.1	741.1	2.9%
Breakfast Products	17.8	18.6	18.8	18.4	18.1	17.9	17.3	17.7	18.4	18.9	19.2	19.6	19.7	19.8	0.8%
Share of total market (in %)	3.5	3.4	3.4	3.2	3.0	2.9	2.8	2.8	2.8	2.8	2.7	2.7	2.7	2.7	-2.1%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023

Source: [Statista Consumer Market Outlook 2019](#)

Breakfast Products sales in South America will increase by 7.8% between 2010 and 2023

Breakfast Products: KPI comparison (2/2)

Revenue in billion US\$

China

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	241.8	281.0	307.4	338.3	364.5	389.6	413.9	438.7	463.2	489.6	518.4	544.7	559.6	575.8	6.9%
Breakfast Products	16.4	18.9	20.5	22.3	23.7	25.0	26.2	27.3	28.0	29.1	30.4	31.6	32.3	33.2	5.5%
Share of total market (in %)	6.8	6.7	6.7	6.6	6.5	6.4	6.3	6.2	6.1	5.9	5.9	5.8	5.8	5.8	-1.3%

South America

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	102.5	113.1	125.5	139.2	155.5	175.5	191.7	204.6	220.8	238.9	255.5	272.9	280.8	291.1	8.4%
Breakfast Products	2.2	2.4	2.5	2.7	3.0	3.4	3.7	4.0	4.4	4.7	5.0	5.4	5.5	5.7	7.8%
Share of total market (in %)	2.1	2.1	2.0	2.0	1.9	1.9	1.9	2.0	2.0	2.0	2.0	2.0	2.0	2.0	-0.6%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023

Source: [Statista Consumer Market Outlook 2019](#)

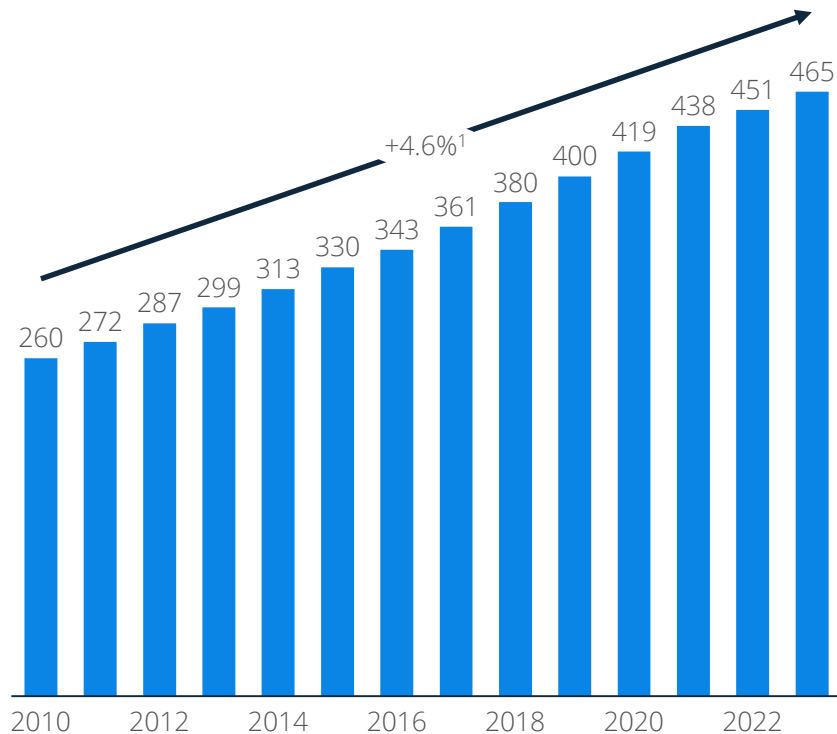
CONFECTION ERY



In 2018, worldwide Confectionery sales amounted to US\$380 billion

Confectionery: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Confectionery accounted for 11% of the Food revenue and 5% of volume sales in 2018.

In 2018, Confectionery sales increased by 5.2% in comparison to 2017 and reached US\$380 billion and 59,89 billion kg.

In the Confectionery segment, Denmark (US\$369) and Luxembourg (US\$327) had the highest annual revenue per capita in 2018.



Revenues

US\$380bn
in 2018

+4.9%
CAGR¹ 2010-2018



Volume sales

59.89bn kg
in 2018

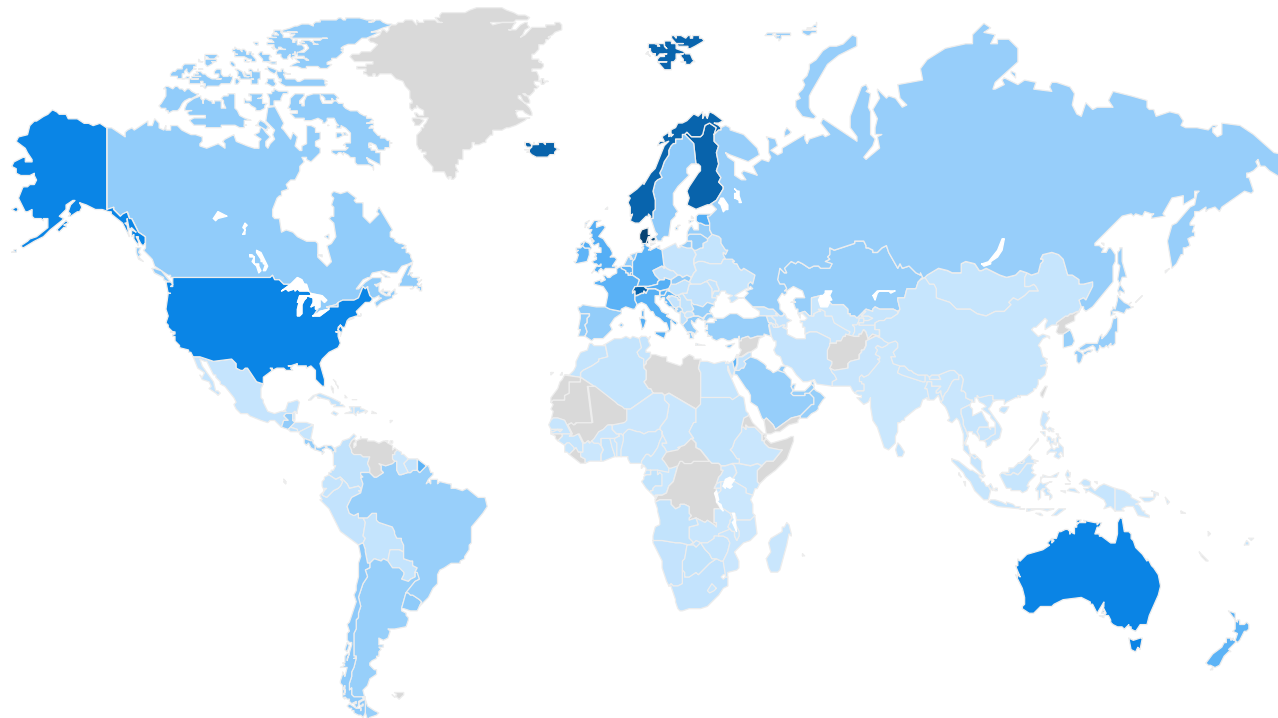
+2.3%
CAGR¹ 2010-2018

In 2018, Denmark and Luxembourg spent the most on Confectionery on a per capita basis

Confectionery: regional comparison (1/2)

Per-capita revenue in US\$ in 2018

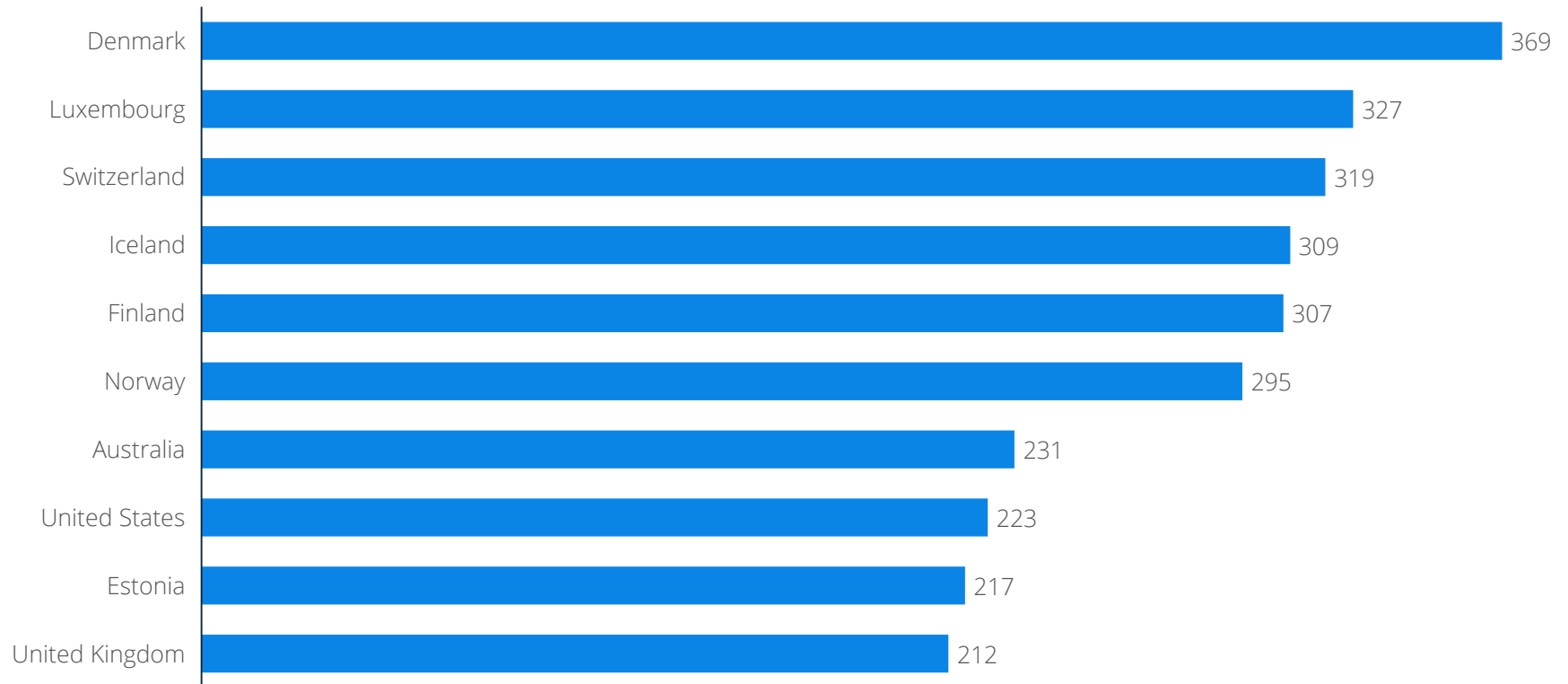
US\$1  US\$369  Out of scope



In 2018, the Danes spent an average of US\$369 on Confectionery

Confectionery: regional comparison (2/2)

Top-10 per-capita revenue in US\$ in 2018

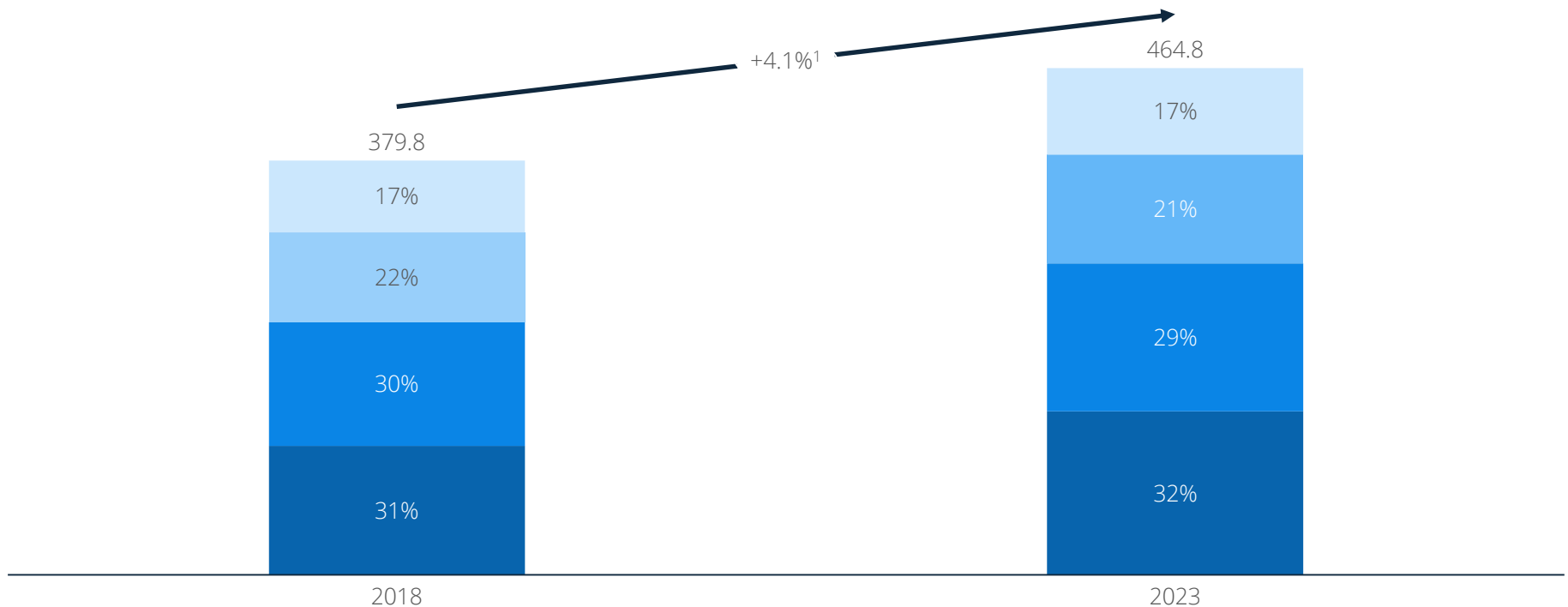


Cookies & Crackers generates the most revenue within the Confectionery segment

Confectionery: revenue and growth by subsegment

Worldwide revenue in billion US\$

■ Cookies & Crackers ■ Chocolate Confectionery ■ Sugar Confectionery ■ Ice Cream



1: CAGR: Compound Annual Growth Rate / average growth rate per year

Source: [Statista Consumer Market Outlook 2019](#)

Confectionery sales in Europe will increase at a CAGR¹ of 2.0% from 2010 to 2023

Confectionery: KPI comparison (1/2)

Revenue in billion US\$

Europe

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	727.4	752.4	777.9	799.2	829.2	861.4	877.9	911.5	942.8	973.0	1,002.4	1,034.0	1,048.9	1,065.4	3.0%
Confectionery	91.6	93.0	95.7	96.1	97.7	100.8	102.9	105.4	107.8	110.2	112.6	115.1	116.4	117.8	2.0%
Share of total market (in %)	12.6	12.4	12.3	12.0	11.8	11.7	11.7	11.6	11.4	11.3	11.2	11.1	11.1	11.1	-1.0%

United States

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	508.3	542.4	561.4	574.8	599.7	614.6	615.9	638.9	661.6	683.1	702.1	721.2	731.1	741.1	2.9%
Confectionery	60.3	62.6	64.4	64.8	65.4	67.4	68.7	70.9	73.0	74.8	76.6	78.2	79.0	79.8	2.2%
Share of total market (in %)	11.9	11.5	11.5	11.3	10.9	11.0	11.1	11.1	11.0	11.0	10.9	10.8	10.8	10.8	-0.8%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023

Source: [Statista Consumer Market Outlook 2019](#)

Confectionery sales in South America will increase at a CAGR¹ of 6.2% from 2010 to 2023

Confectionery: KPI comparison (2/2)

Revenue in billion US\$

China

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	247.9	287.3	313.9	344.9	371.8	396.5	421.1	446.6	471.3	498.1	527.3	553.8	569.1	585.6	6.8%
Confectionery	25.7	29.3	32.4	36.0	39.6	41.9	44.1	46.7	49.4	52.3	55.2	57.8	59.4	61.2	6.9%
Share of total market (in %)	10.4	10.2	10.3	10.4	10.6	10.6	10.5	10.5	10.5	10.5	10.5	10.4	10.4	10.4	0.1%

South America

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	102.5	113.1	125.5	139.2	155.5	175.5	191.7	204.6	220.8	238.9	255.5	272.9	280.8	291.1	8.4%
Confectionery	17.1	18.3	19.8	21.2	22.8	25.1	26.7	27.9	29.7	31.9	33.7	35.6	36.4	37.5	6.2%
Share of total market (in %)	16.7	16.2	15.8	15.2	14.7	14.3	13.9	13.6	13.4	13.3	13.2	13.1	13.0	12.9	-2.0%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023

Source: [Statista Consumer Market Outlook 2019](#)

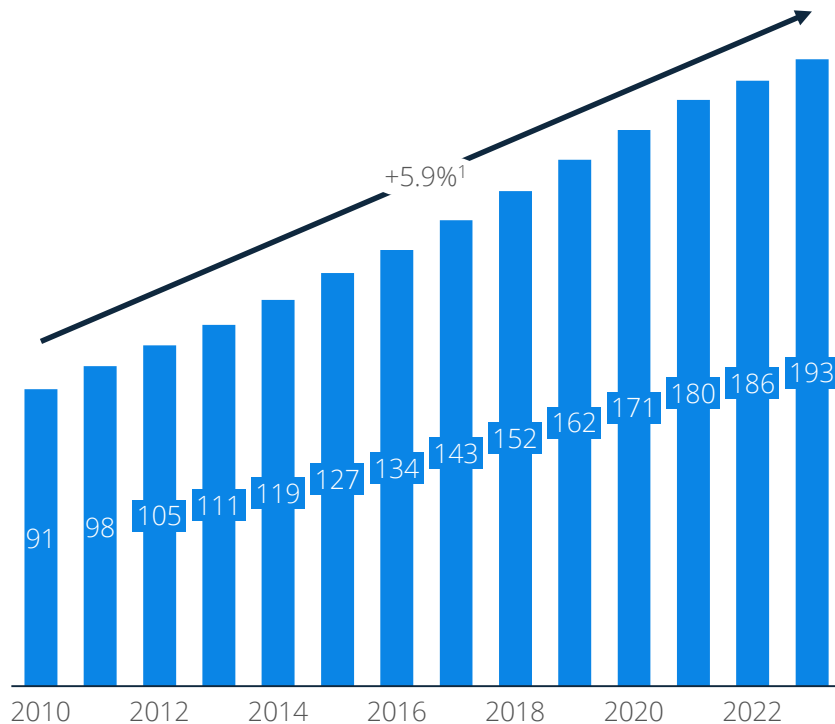
SNACK FOOD



In 2018, worldwide Snack Food sales amounted to US\$152 billion

Snack Food: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Snack Food accounted for 4% of the Food revenue and 2% of volume sales in 2018.

In 2018, Snack Food sales increased by 6.3% in comparison to 2017 and reached US\$152 billion and 20,7 billion kg.

In the Snack Food segment, the United States (US\$195) and Canada (US\$94) had the highest annual revenue per capita in 2018.



Revenues

US\$152bn
in 2018

+6.6%
CAGR¹ 2010-2018



Volume sales

20.70bn kg
in 2018

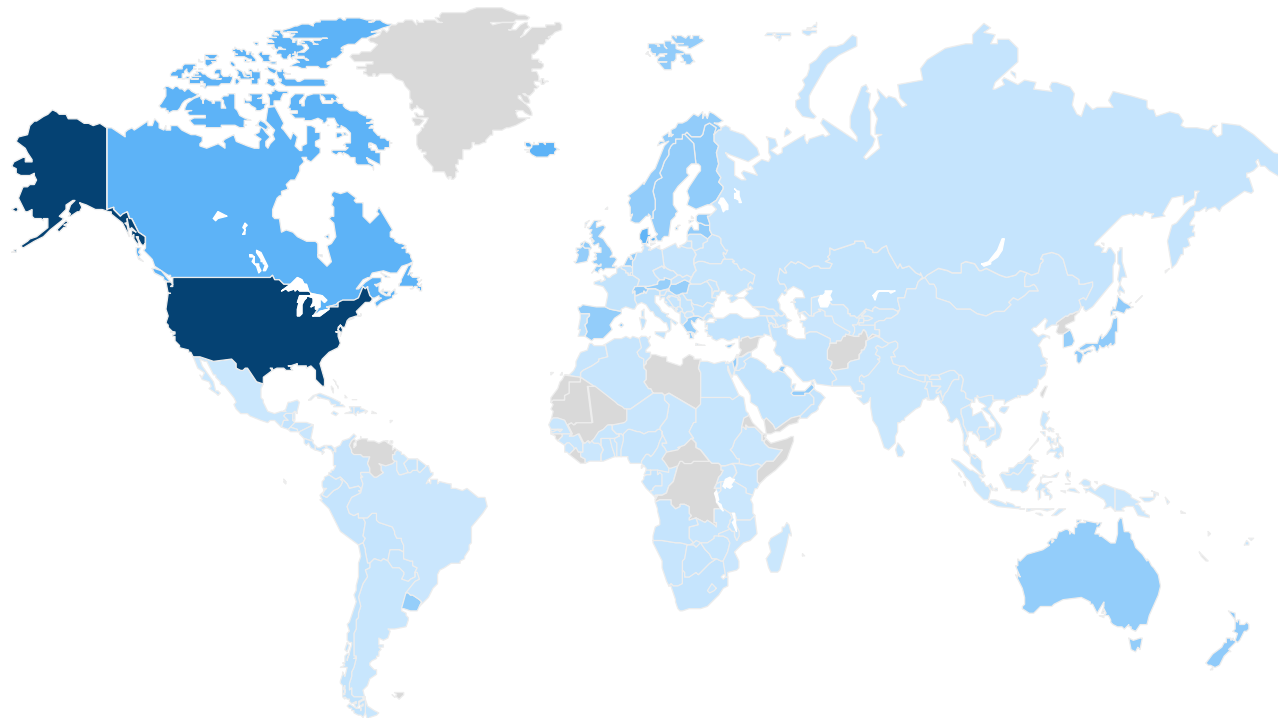
+4.8%
CAGR¹ 2010-2018

In 2018, the United States and Canada spent the most on Snack Food

Snack Food: regional comparison (1/2)

Per-capita revenue in US\$ in 2018

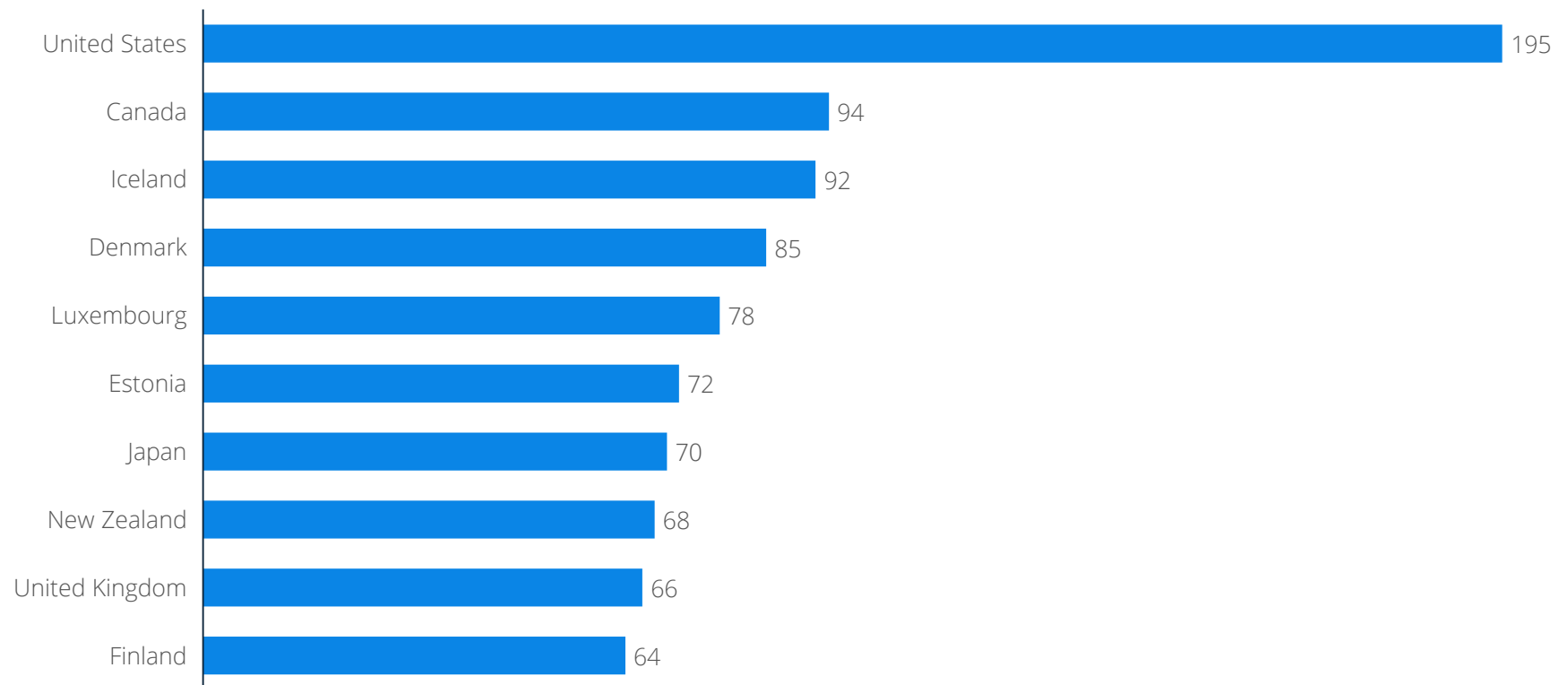
US\$1  US\$195  Out of scope



In 2018, Americans spent an average of US\$195 on Snack Food

Snack Food: regional comparison (2/2)

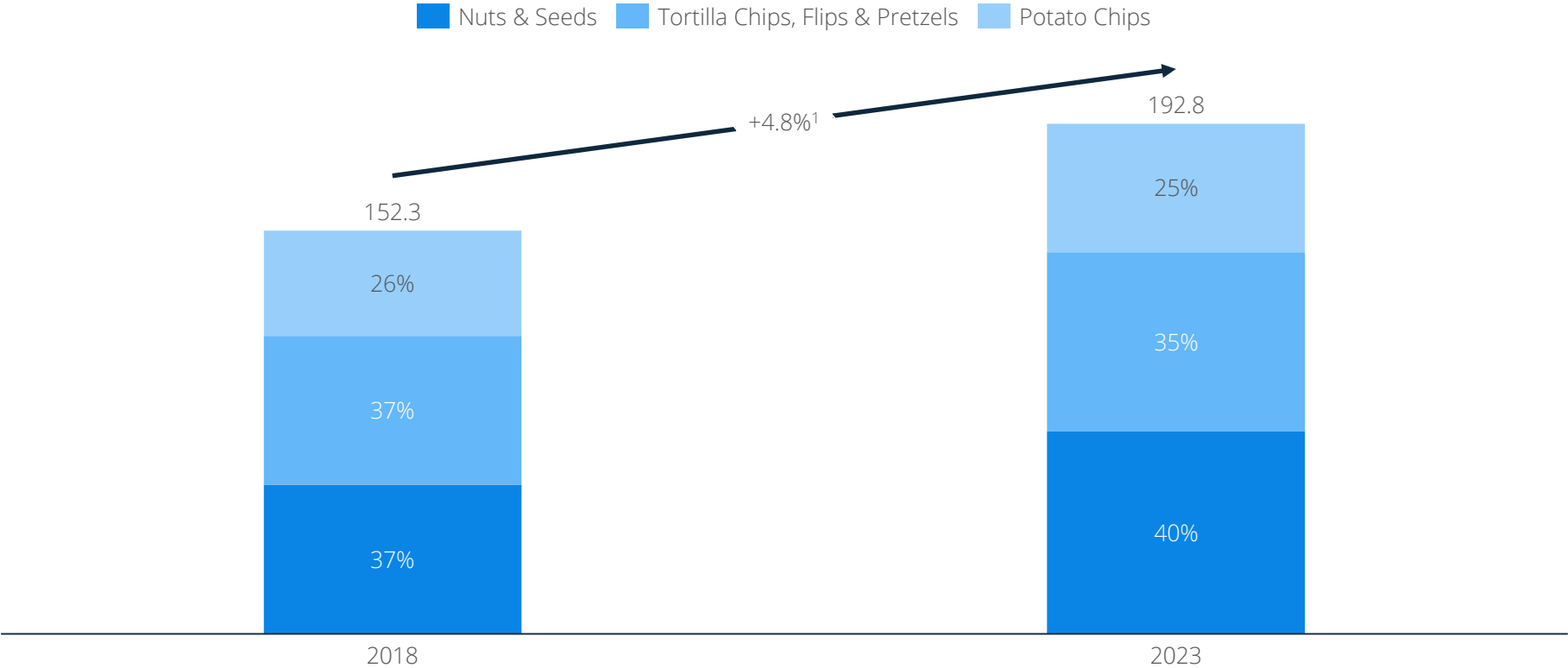
Top-10 per-capita revenue in US\$ in 2018



Nuts & Seeds generates the most revenue within the Snack Food segment

Snack Food: revenue and growth by subsegment

Worldwide revenue in billion US\$



140 1: CAGR: Compound Annual Growth Rate / average growth rate per year
Source: [Statista Consumer Market Outlook 2019](#)

Snack Food sales in Europe will increase by 4.3% between 2010 and 2023

Snack Food: KPI comparison (1/2)

Revenue in billion US\$

Europe

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	727.3	752.2	777.8	799.0	829.0	861.2	877.6	911.3	942.5	972.7	1,002.2	1,033.7	1,048.6	1,065.1	3.0%
Snack Food	19.4	20.4	21.4	22.4	23.7	25.1	26.0	27.4	28.6	29.8	31.0	32.3	33.0	33.7	4.3%
Share of total market (in %)	2.7	2.7	2.7	2.8	2.9	2.9	3.0	3.0	3.0	3.1	3.1	3.1	3.1	3.2	1.3%

United States

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	508.3	542.4	561.4	574.8	599.7	614.6	615.9	638.9	661.6	683.1	702.1	721.2	731.1	741.1	2.9%
Snack Food	41.0	44.5	47.3	49.3	52.2	55.7	57.9	60.9	63.8	66.8	69.3	71.6	73.1	74.5	4.7%
Share of total market (in %)	8.1	8.2	8.4	8.6	8.7	9.1	9.4	9.5	9.6	9.8	9.9	9.9	10.0	10.1	1.7%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023

Source: [Statista Consumer Market Outlook](#) 2019

Snack Food sales in South America will increase by 8.3% between 2010 and 2023

Snack Food: KPI comparison (2/2)

Revenue in billion US\$

China

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	241.8	281.0	307.4	338.3	364.5	389.6	413.9	438.7	463.2	489.6	518.4	544.7	559.6	575.8	6.9%
Snack Food	3.5	4.1	4.5	4.9	5.4	5.8	6.3	6.7	7.2	7.7	8.3	8.8	9.1	9.3	7.7%
Share of total market (in %)	1.5	1.4	1.5	1.5	1.5	1.5	1.5	1.5	1.6	1.6	1.6	1.6	1.6	1.6	0.8%

South America

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	102.5	113.1	125.5	139.2	155.5	175.5	191.7	204.6	220.8	238.9	255.5	272.9	280.8	291.1	8.4%
Snack Food	2.4	2.6	2.9	3.1	3.5	3.8	4.2	4.6	4.9	5.3	5.8	6.2	6.4	6.7	8.3%
Share of total market (in %)	2.3	2.3	2.3	2.3	2.2	2.2	2.2	2.2	2.2	2.2	2.3	2.3	2.3	2.3	-0.1%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023

Source: [Statista Consumer Market Outlook 2019](#)

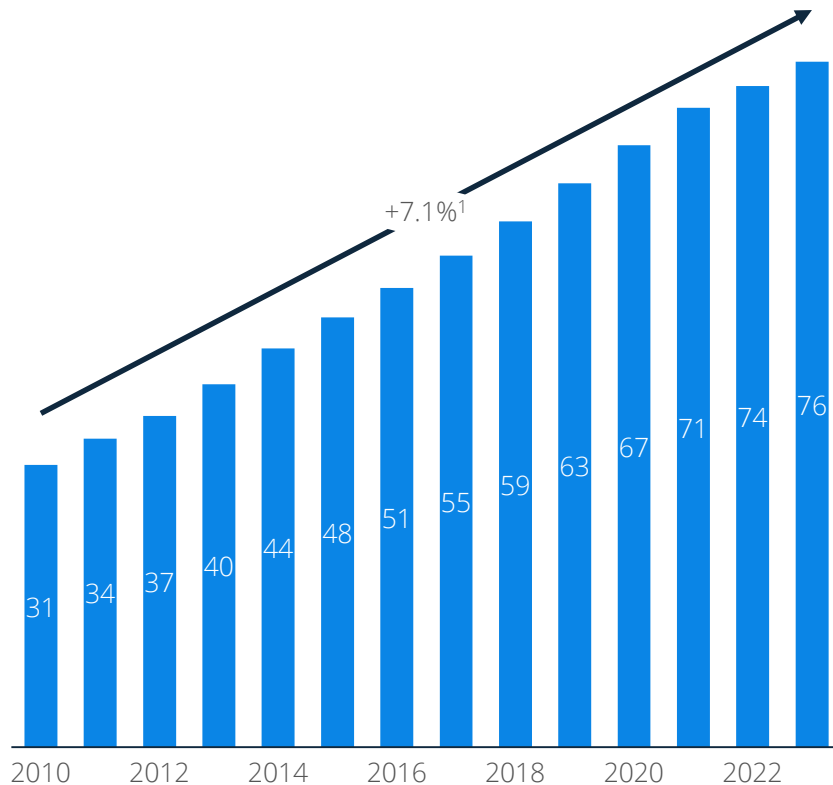
BABY FOOD



In 2018, worldwide Baby Food sales amounted to US\$59 billion

Baby Food: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Baby Food accounted for 2% of the Food revenue and 1% of volume sales in 2018.

In 2018, Baby Food sales increased by 7.0% in comparison to 2017 and reached US\$59 billion and 7,3 billion kg.

In the Baby Food segment, Hong Kong (US\$478) and Israel (US\$93) had the highest annual revenue per capita in 2018.



Revenues

US\$59bn
in 2018

+8.1%
CAGR¹ 2010-2018



Volume sales

7.30bn kg
in 2018

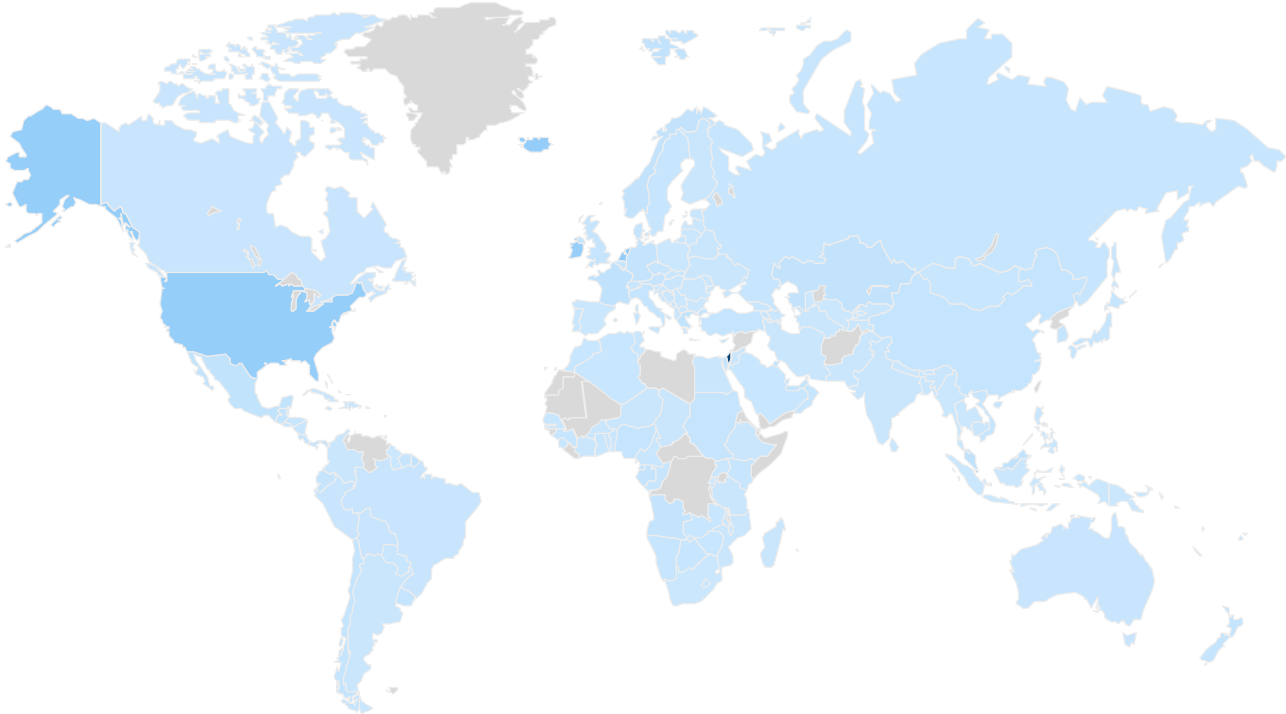
+4.5%
CAGR¹ 2010-2018

In 2018, Hong Kong and Israel spent the most on Baby Food

Baby Food: country comparison (1/2)

Per-capita revenue in US\$ in 2018

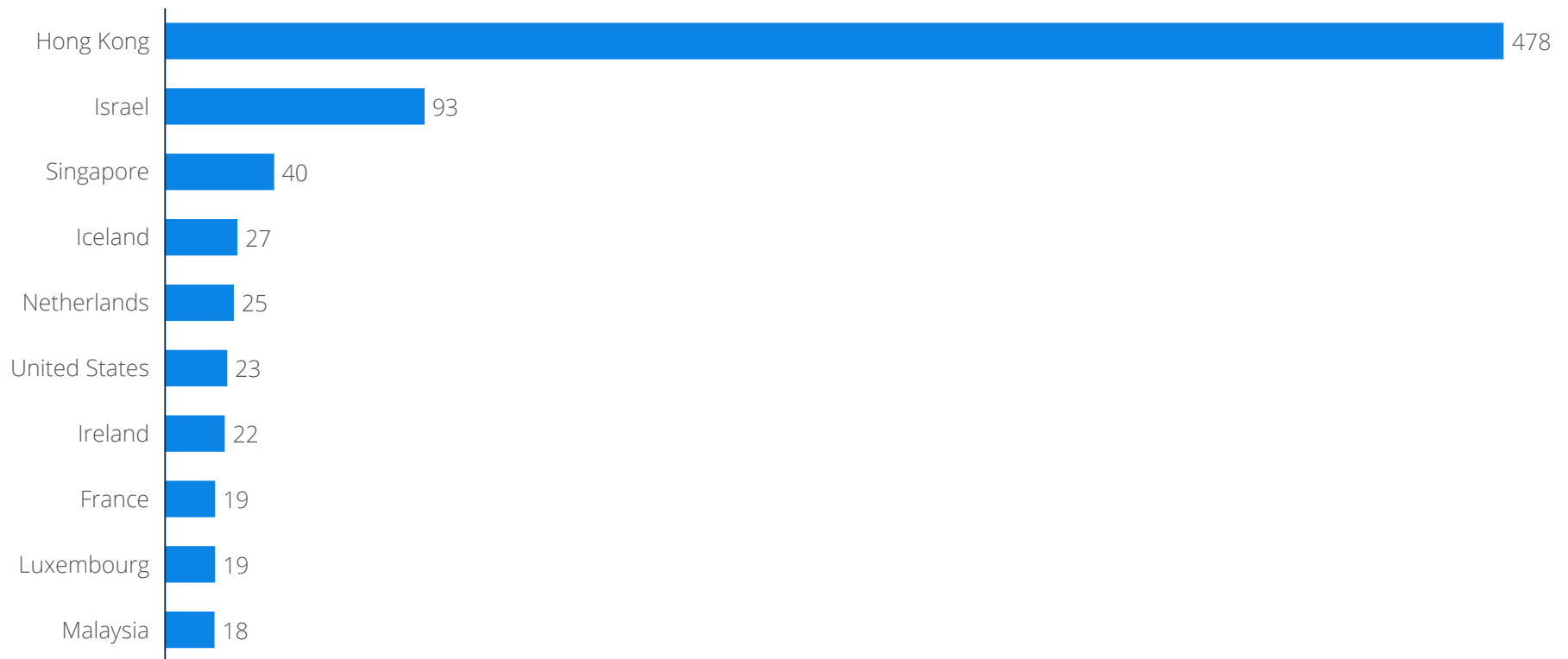
US\$1  US\$478  Country out of scope



In 2018, people of Hong Kong spent an average of US\$478 on Baby Food

Baby Food: country comparison (2/2)

Top-10 per-capita revenue in US\$ in 2018



Baby Food sales in Europe will increase by 4.4% between 2010 and 2023

Baby Food: KPI comparison (1/4)

Europe

Revenue in billion US\$

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	727.3	752.2	777.8	799.0	829.0	861.2	877.6	911.3	942.5	972.7	1,002.2	1,033.7	1,048.6	1,065.1	3.0%
Baby Food	5.3	5.6	5.8	6.1	6.5	6.9	7.2	7.5	7.8	8.1	8.5	8.9	9.1	9.3	4.4%
Share of total market (in %)	0.7	0.7	0.7	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.8	0.9	0.9	0.9	1.3%

Volume sales in billion kg

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	222.76	224.19	225.54	227.08	229.47	232.35	235.15	237.65	239.58	240.97	242.19	243.44	244.43	245.09	0.7%
Baby Food	0.89	0.92	0.94	0.96	1.00	1.03	1.05	1.07	1.08	1.09	1.11	1.13	1.14	1.15	1.9%
Share of total market (in %)	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5	1.2%

Baby Food sales in the U.S. will increase by 2.5% between 2010 and 2023

Baby Food: KPI comparison (2/4)

United States

Revenue in billion US\$

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	508.3	542.4	561.4	574.8	599.7	614.6	615.9	638.9	661.6	683.1	702.1	721.2	731.1	741.1	2.9%
Baby Food	6.0	6.2	6.4	6.5	6.8	7.1	7.1	7.3	7.5	7.7	7.9	8.0	8.1	8.2	2.5%
Share of total market (in %)	1.2	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	1.1	-0.5%

Volume sales in billion kg

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	123.42	124.07	124.74	125.73	127.05	128.50	129.60	131.18	132.58	133.65	134.44	135.28	135.82	136.19	0.8%
Baby Food	0.74	0.73	0.73	0.74	0.76	0.77	0.79	0.79	0.80	0.81	0.81	0.81	0.82	0.82	0.8%
Share of total market (in %)	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.6	0.0%

Baby Food sales in China will increase by 8.2% between 2010 and 2023

Baby Food: KPI comparison (3/4)

China

Revenue in billion US\$

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	241.8	281.0	307.4	338.3	364.5	389.6	413.9	438.7	463.2	489.6	518.4	544.7	559.6	575.8	6.9%
Baby Food	7.7	8.7	10.1	11.7	13.3	14.6	15.7	16.4	17.2	18.2	19.4	20.3	20.9	21.5	8.2%
Share of total market (in %)	3.2	3.1	3.3	3.5	3.6	3.7	3.8	3.7	3.7	3.7	3.7	3.7	3.7	3.7	1.2%

Volume sales in billion kg

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	112.27	114.51	118.09	122.49	127.20	131.66	136.12	139.47	142.18	144.91	147.59	149.39	151.07	152.55	2.4%
Baby Food	0.42	0.46	0.52	0.59	0.64	0.68	0.71	0.73	0.75	0.77	0.79	0.80	0.82	0.83	5.4%
Share of total market (in %)	0.4	0.4	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	3.0%

Baby Food sales in South America will increase by 7.4% between 2010 and 2023

Baby Food: KPI comparison (4/4)

South America

Revenue in billion US\$

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	102.5	113.1	125.5	139.2	155.5	175.5	191.7	204.6	220.8	238.9	255.5	272.9	280.8	291.1	8.4%
Baby Food	1.4	1.5	1.6	1.7	1.9	2.1	2.3	2.5	2.7	2.9	3.1	3.3	3.3	3.5	7.4%
Share of total market (in %)	1.3	1.3	1.3	1.3	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	1.2	-0.9%

Volume sales in billion kg

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	59.75	62.15	65.70	69.35	72.49	74.53	75.79	76.31	77.60	79.54	80.88	82.11	83.45	84.80	2.7%
Baby Food	0.32	0.33	0.34	0.35	0.36	0.37	0.38	0.39	0.39	0.40	0.41	0.42	0.42	0.43	2.2%
Share of total market (in %)	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	-0.5%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023

Source: [Statista Consumer Market Outlook](#) 2019

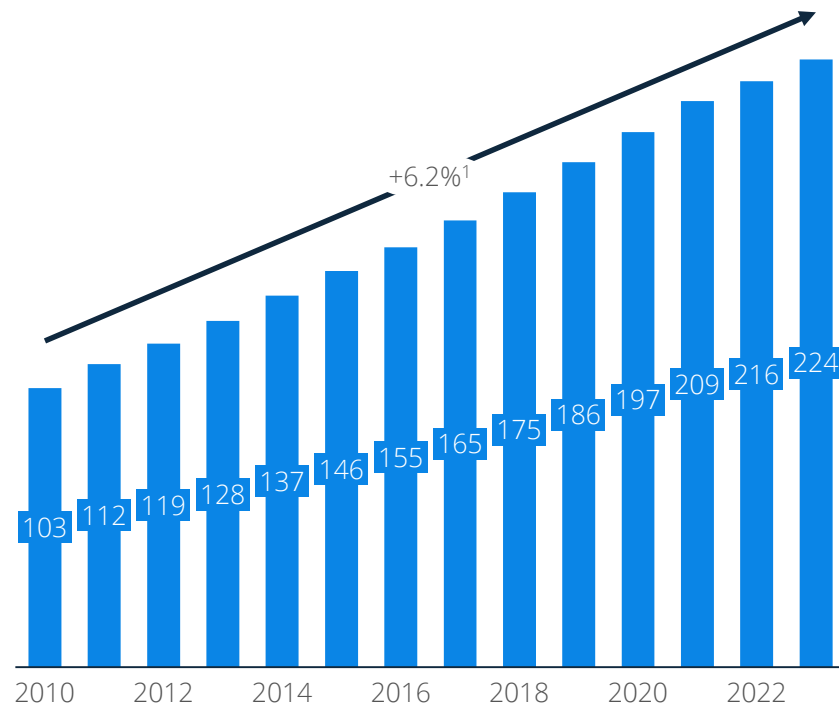
PET FOOD



In 2018, worldwide Processed Fish & Seafood sales amounted to US\$175 billion

Processed Fish & Seafood: overview and sales figures

Worldwide revenue in billion US\$



Segment overview

The segment Processed Fish & Seafood accounted for 5% of the Food revenue and 1% of volume sales in 2018.

In 2018, Processed Fish & Seafood sales increased by 6.2% in comparison to 2017 and reached US\$175 billion and 18,86 billion kg.

In the Processed Fish & Seafood segment, Iceland (US\$181) and France (US\$158) had the highest annual revenue per capita in 2018.



Revenues

US\$175bn
in 2018

+6.9%
CAGR¹ 2010-2018



Volume sales

18.86bn kg
in 2018

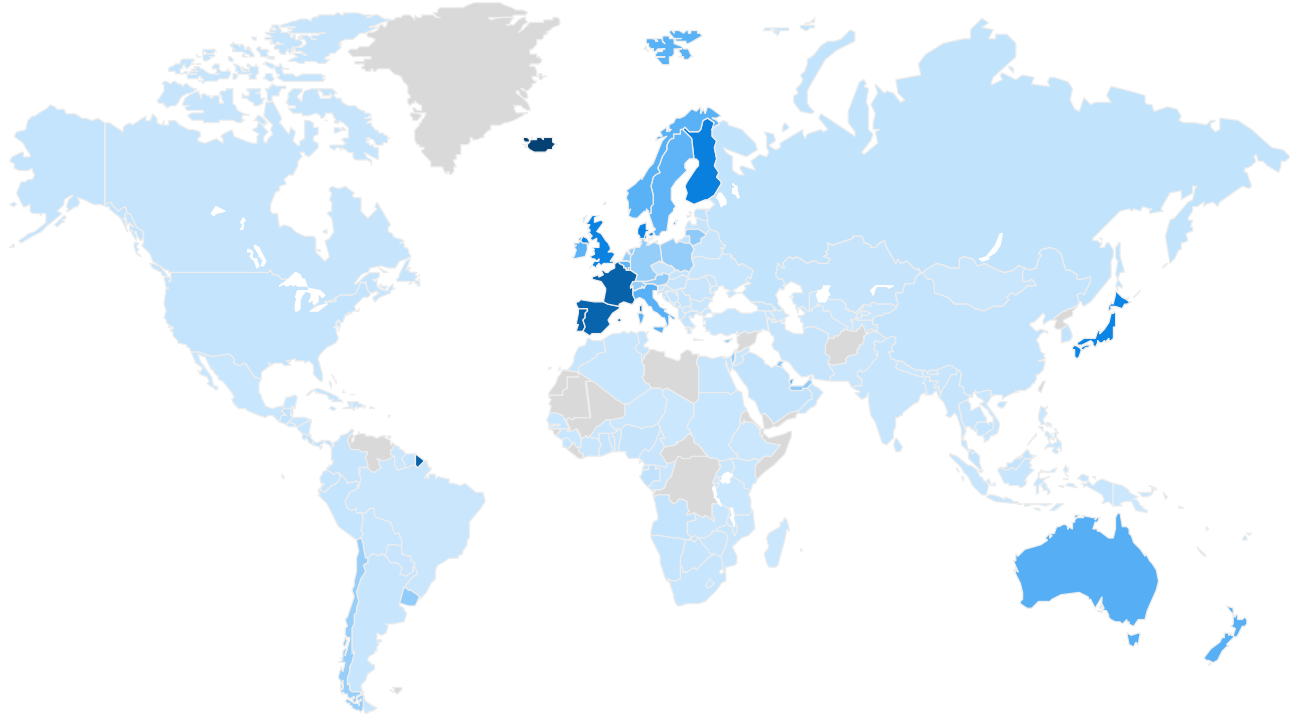
+4.7%
CAGR¹ 2010-2018

In 2018, Iceland and France spent the most on Processed Fish & Seafood

Processed Fish & Seafood: regional comparison (1/2)

Per-capita revenue in US\$ in 2018

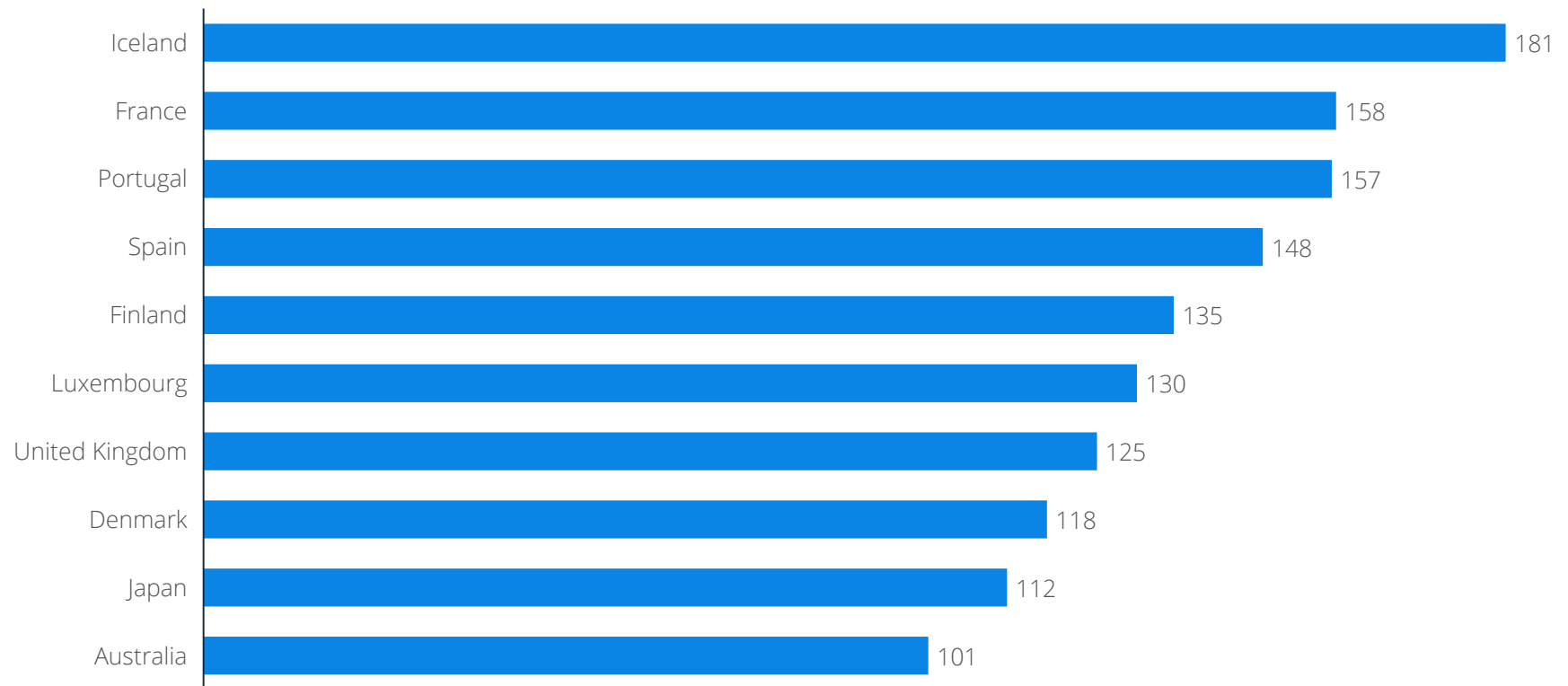
US\$1  US\$181  Out of scope



In 2018, Icelanders spent an average of US\$181 on Processed Fish & Seafood

Processed Fish & Seafood: regional comparison (2/2)

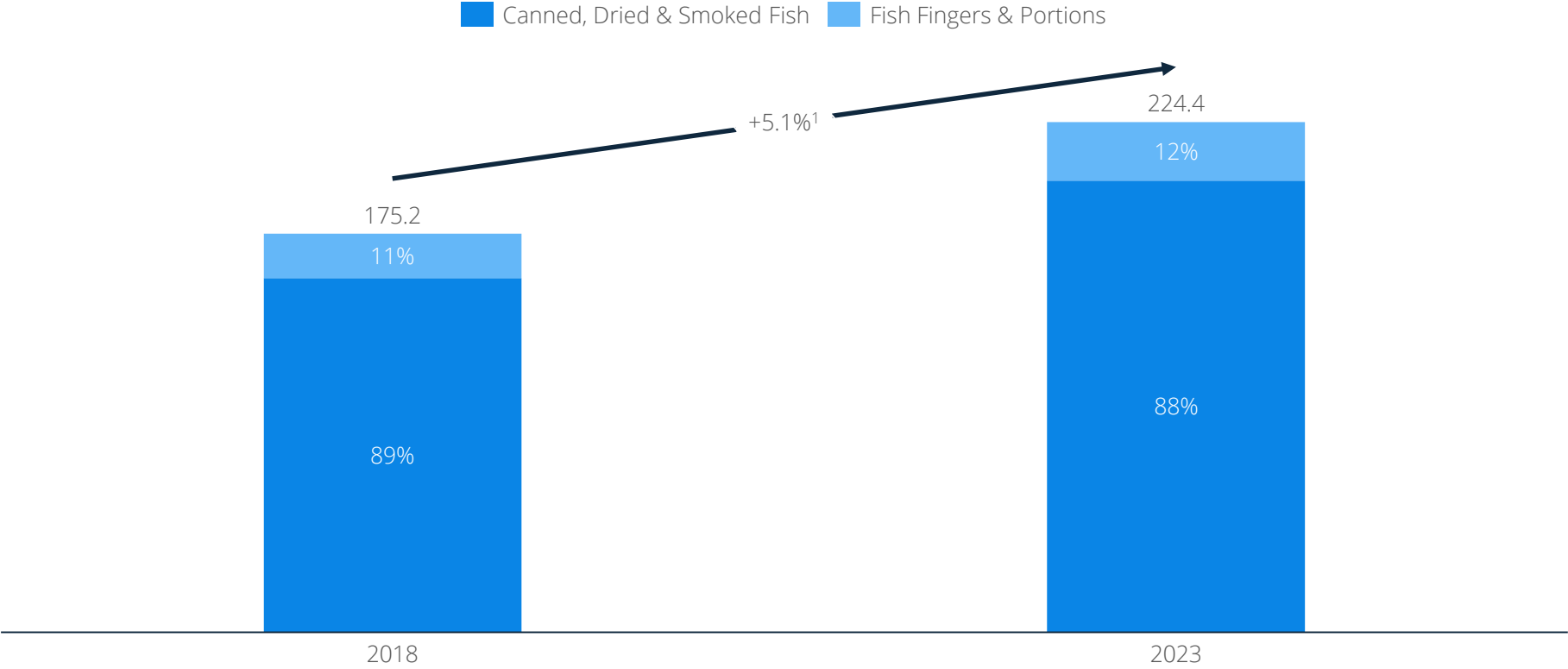
Top-10 per-capita revenue in US\$ in 2018



Canned, Dried & Smoked Fish generates the most revenue within the segment

Processed Fish & Seafood: revenue and growth by subsegment

Worldwide revenue in billion US\$



Processed Fish & Seafood sales in Europe will increase by 3.7% between 2010 and 2023

Processed Fish & Seafood: KPI comparison (1/2)

Revenue in billion US\$

Europe

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	727.3	752.2	777.8	799.0	829.0	861.2	877.6	911.3	942.5	972.7	1,002.2	1,033.7	1,048.6	1,065.1	3.0%
Processed Fish & Seafood	37.6	40.2	41.7	43.7	45.3	47.2	49.0	51.0	52.9	54.7	56.5	58.2	59.3	60.4	3.7%
Share of total market (in %)	5.2	5.3	5.4	5.5	5.5	5.5	5.6	5.6	5.6	5.6	5.6	5.6	5.7	5.7	0.7%

United States

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	508.3	542.4	561.4	574.8	599.7	614.6	615.9	638.9	661.6	683.1	702.1	721.2	731.1	741.1	2.9%
Processed Fish & Seafood	7.4	7.5	7.5	7.4	7.7	8.0	8.1	8.4	8.7	8.8	9.1	9.3	9.3	9.4	1.9%
Share of total market (in %)	1.4	1.4	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.3	-1.0%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023

Source: [Statista Consumer Market Outlook 2019](#)

Processed Fish & Seafood sales in South America will increase by 9.3% between 2010 and 2023

Processed Fish & Seafood: KPI comparison (2/2)

Revenue in billion US\$

China

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	241.8	281.0	307.4	338.3	364.5	389.6	413.9	438.7	463.2	489.6	518.4	544.7	559.6	575.8	6.9%
Processed Fish & Seafood	20.0	23.0	25.6	27.6	29.6	31.4	33.0	34.5	36.0	37.8	39.7	41.6	42.7	43.9	6.2%
Share of total market (in %)	8.3	8.2	8.3	8.2	8.1	8.1	8.0	7.9	7.8	7.7	7.7	7.6	7.6	7.6	-0.6%

South America

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	CAGR ¹
Food total	102.5	113.1	125.5	139.2	155.5	175.5	191.7	204.6	220.8	238.9	255.5	272.9	280.8	291.1	8.4%
Processed Fish & Seafood	2.1	2.4	2.7	3.0	3.4	3.8	4.2	4.5	4.9	5.4	5.8	6.2	6.5	6.8	9.3%
Share of total market (in %)	2.1	2.1	2.1	2.1	2.2	2.2	2.2	2.2	2.2	2.2	2.3	2.3	2.3	2.3	0.9%

1: CAGR: Compound Annual Growth Rate / average growth rate per year from 2010 to 2023

Source: [Statista Consumer Market Outlook](#) 2019

Agenda

01 Market Outlook

- Overview
- Market drivers
- Consumer insights
- Sales channels
- Key players
- Trends

02 Segments

- Overview and sales figures
- KPI comparison
- Country ranking

03 Appendix

- Product overview
- Imprint

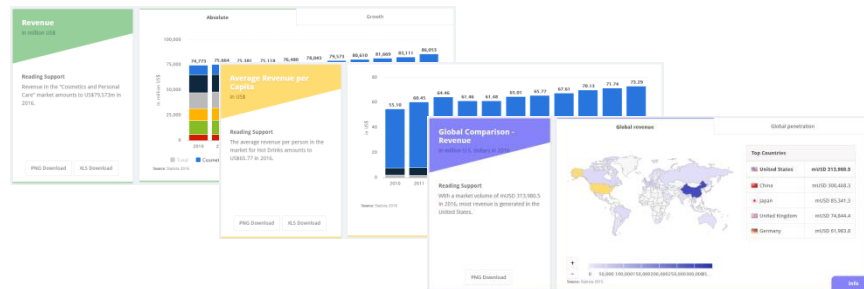
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150 countries
13 years (2010-2023)
50,000+ interactive statistics

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- Covering the period 2010 to 2023



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-  Alcoholic Drinks
-  Apparel
-  Consumer Electronics
-  Cosmetics & Personal Care
-  Eyewear
-  Food
-  Footwear
-  Furniture
-  Home & Laundry Care
-  Hot Drinks
-  Household Appliances
-  Non-Alcoholic Drinks
-  OTC Pharmaceuticals
-  Luxury Goods
-  Tissue & Hygiene Paper
-  Tobacco Products
-  Toys & Hobby

Find out more on www.statista.com/outlook/consumer-markets

About the Statista Digital Market Outlook

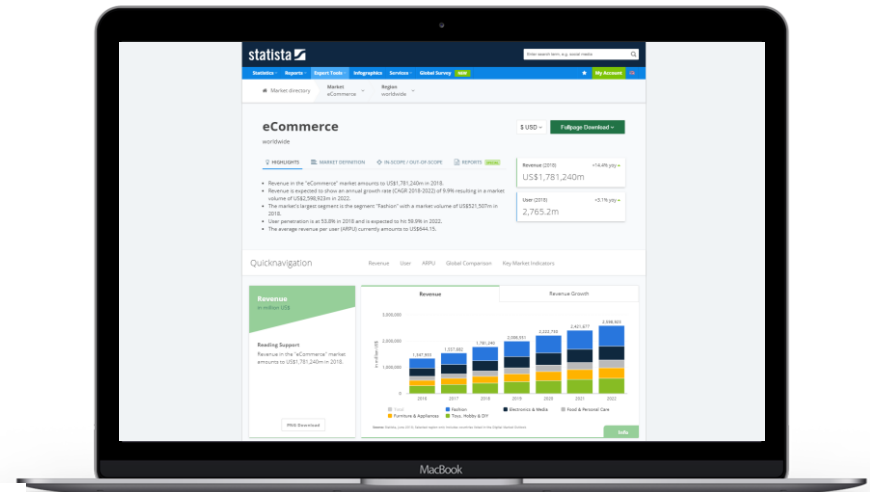


90+ markets
150 countries
7 years (2016-2023)
30,000+ interactive statistics

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28

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Marketing & Social Media



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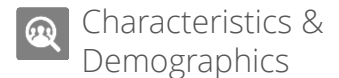
Digital Media



eServices



Mobility



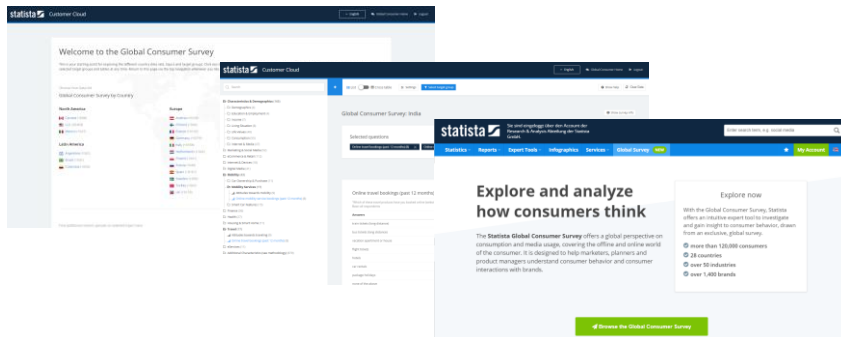
Characteristics & Demographics



Finance



Additional Characteristics



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