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German Seafood Market

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01 EXECUTIVE SUMMARY

1.1 SUMMARY OF ENQUIRY

- The Sea Fish Industry Authority (Seafish) commissioned an OMIS research report from UKTI in Berlin to update the existing Seafood Export Profile Germany profile published on their website. The previous report was produced by the UKTI Berlin agricultural team in 2012. A copy of the workplan as agreed in August 2015 is attached as an annexe.

- The sources for the research are mentioned below, under methodology. A major source of information was the most recent report of the Fischinformationszentrum in Hamburg titled "Data and Facts 2015" from 3rd September 2015The big range of fish and seafood from all over the world has again attracted the interest of German consumers in 2015. The message of the "Deutscher Fischereitag" (German Fish Summit) 2015 in Rostock was that the Germans already consumed their fish contingent for the first month of 2015. The per capita fish consumption increased slightly from 13.8 kg (2013) to 14 kg in 2014. This is even more remarkable at a time of price increase for fish and seafood (1.4%/ € 3.5 billion) . Fish has become a trend product for healthy balanced living and people are prepared to spend more money on it. Apart from the great variety of fish and seafood products, the industry tries to give further impetus by offering new species from all over the world and offer processed products to satisfy the growing needs of consumers for a balanced and healthy diet. Offering prepacked fish and smaller portions was another trend in retail last year. Yet good taste, healthy food and convenience are no longer the only decisive factors in this industry. At the same time consumers are increasingly interested in questions such as origin, environmentally friendly production and sustainabilityAs in previous years the seafood demand of the German market was satisfied through imports. In 2014, the import share came to 88%. The German fish industry lost in importance. The market is dominated by imported fish which comes from 100 countries around the world. Germany is currently a small export market for British seafood suppliers and the value of exports has fallen slightly in the last few years. In 2014, as in previous years, the main suppliers for fish, seafood and seafood products relating to the import value were countries outside the European Union (60% market share). Norway led in front of China, followed by the USA and Vietnam. In the EU Poland was leading in front of the Netherlands and Denmark. The United Kingdom follows in the fourth position. As there has been an increased interest in fish as a source of healthy nutrition and as it is predicted that demand is going to outstrip supply in the next few years, with a focus on sustainable production, it may be a good time for British producers to look at Germany as a suitable export market.

- For any companies who are interested in the German market, UKTI Germany will be able to provide some initial and specific advice on the prospects for business. This can be followed by further in depth and tailored market research through the Overseas Market Introduction Service (OMIS) to assist in finding partners or consumers.

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02 DETAIL

2.1 GENERAL OVERVIEW OF GERMANY

THE TRADE ENVIRONMENT

Population	81.2
Land Area	357,021 sq- km (137,810 sq. miles)
Inhabitants per sq km	230
Capital	Berlin
Other main cities	Hamburg, Düsseldorf, Cologne, Frankfurt am Main, Munich
Government Type	Federal Republic
Language	German
Religion	Primarily Christian (Protestant and Roman Catholic)
Currency	EURO (EUR)
Exchange Rate (as of 18 Oct 2015)	1GBP = 1.3602 EUR
GDP (2014)	2,903.22 billion EUR (Federal Statistics Office)
Real GDP growth rate (2014*)	+ 1.5 % (Federal Statistics Office)
GDP per capita	35,402 EURO
Workforce (2014)	42.7 million
Unemployment rate (September 2015)	6.2%
Value of exports of goods and services	1,133.5 billion EUR
Germany’s main import countries (2014)	Netherlands, China, France, United States, Italy, UK
Germany’s main export destinations	France, USA, UK, China, UK, China, Netherlands, Austria
*Federal Statistics Office 2015 and 2014	

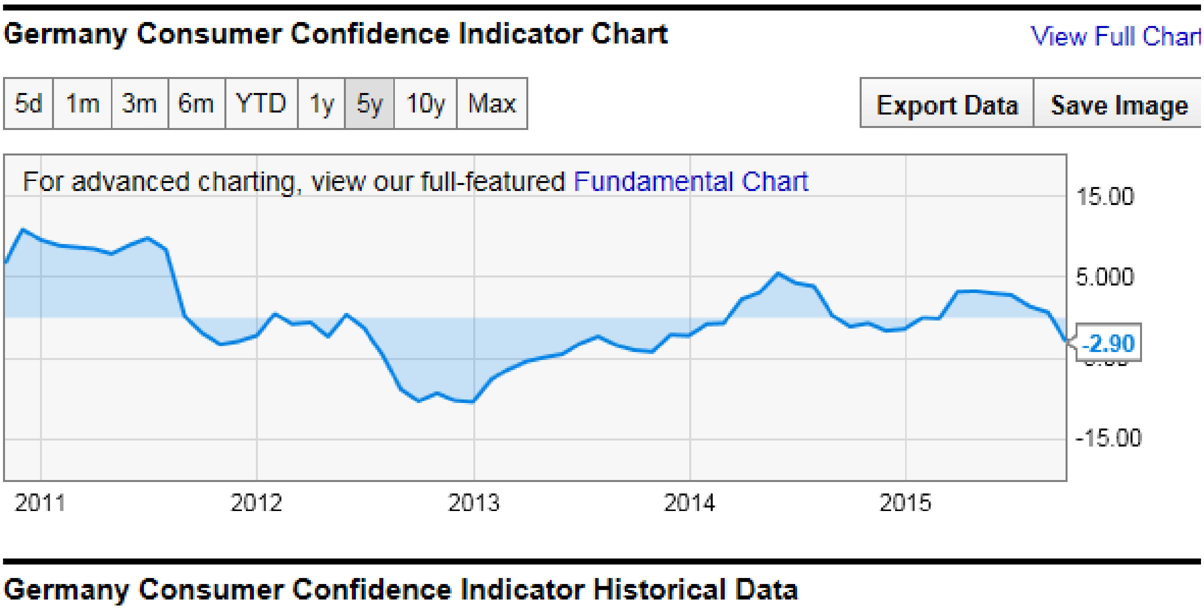
Germany is Europe's most industrialised and populous country and the fourth largest economy in the world. The German population is currently around 82 million. Population density is 229 persons per square kilometre. The working population makes up 42.7 million, which is the largest pool of labour in the EU. The level of education is high, more than 80% of the total workforce has gone through vocational training, or has a university degree. English is widely spoken and accepted as a business language.

Since reunification in 1990 Germany's capital, and its biggest city with about 3.5 million citizens is Berlin. Germany has a strong federal structure and is divided into 16 states. Every state has its own government, and parliament and capital. The most populated German state is North Rhine Westphalia. The three cities of Bremen, Hamburg and Berlin form their own "city states". Germany covers an area of 357,000 square kilometres. Geologically Germany can be divided into a northern and a southern part. The northern part is characterised by flat landscapes and the southern part includes low mountain ranges and the Alps.
Germany has an extensive and efficient infrastructure (roads, airports, railway lines) and telecommunication system. The excellent infrastructure has been confirmed by a number of recent studies including the 2014 Global Competiveness Report of the World Economic Forum (WEF).

Germany is the largest market in Europe. The legal system is transparent and efficient and therefore there is a high degree of legal certainty for investors. The German economy constitutes 29% of European GDP in 2014. It is both highly industrialised and diversified; with equal focus placed on services and production. German companies represent more than nine percent of European manufacturing companies and generate 30% of the total turnover in the sector. Small and medium-sized enterprises are Germany's economic backbone. They constitute 99% of all companies, employing 59.4% of all employees in Germany.

Germany's economic success is, to a large extent, built on its flourishing export industries, fiscal discipline, consensus-driven industrial relations and welfare policies. Germany's export dependent economy was initially hit hard by the global financial crisis in 2008/2009 but, by 2010, its exports had helped the country to rebound more robustly than most other EU members. In 2014 Germany's exports came to € 1133.6 bn, an increase of 3.7% in comparison to the previous year.

Before turning to foreign trade some remarks as to the consumer climate as described by the "GfK Consumer Climate Study "in January 2015. In January German consumer climate was at its highest level in 13 years. German consumers appeared to be considerably more optimistic at the start of the New Year. German consumers have evidently also been affected by the major collapse in energy prices. Reduced costs of fuel and heating oil are boosting disposable income, gave consumers greater freedom for other spending or purchases. Accordingly, there were considerable increases in both income expectations and willingness to buy. The GfK consumer climate for Germany is expected to fall to 9.6 in October of 2015 from 9.9 in the previous month as willingness to buy, income and economic expectations also went down. However, expectations declined the most, as the influx of refugees is raising concerns among German consumers over the economic development.



2014 key indicators for private households in Euros (average)

Average growth income	€ 2706
Private households disposable income	€ 1345
Private consumer expense	€ 845

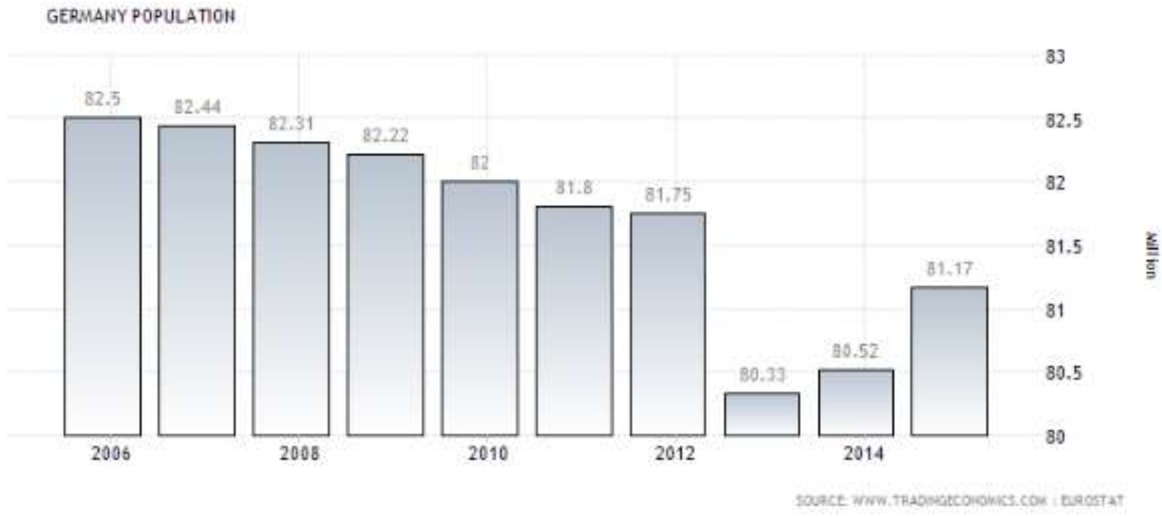
Germany is the UK's number one export market in Europe (second worldwide) Exports from the UK to Germany totalled € 44 billion in 2014. The UK exports as much to Germany as to all BRIC states together.

In 2014 German exports to the UK amounted to € 92 billion. The main German export goods are cars and car parts whereas the main imports for the German market are oil and gas and (source: German Federal Bank 2015, Federal Statistics Office Wiesbaden).

Population

According to the Federal Statistical Office (Destatis), Germany's population increased to more than 81.2 million at the end of 2014, that is an increase 0.5% compared to 2013. The main reason was the clear rise in immigration. The share of foreigners increased from 8.7 to 9.3%. A further increase is anticipated in the course of 2015 due to the influx of refugees.

The total population in Germany was last recorded in 2011 from 72.7 million in 1960, changing 12 percent during the last 50 years. The population of Germany represents 1.14 percent of the world´s total population which arguably means that one person in every 85 people on the planet is a resident of Germany. Below is a chart with historical data for Germany's population.



The population of Germany mirrors the Europe of today. It is made up of native Germans as well as immigrants from other parts of Europe and the world.

A negative natural population balance has been reported for Germany since 1972, which means that there have been more deaths than births. At the same time Germany has experienced net inward migration in 32 of the 40 years since 1970
There is a difference of more than 40 percentage points between the population growth in Germany's premier regions and its poorer regions.

Decreasing Population and Population Forecast

Germany's population has been marked by a declining growth in total numbers. The elderly population in Germany is increasing and this is accompanied by a lower count of young native German citizens. The population of Germany pyramid clearly shows the declining population growth. It also reveals a healthy mix of males and females in the total population. Males and females are born in equal numbers. This has contributed to a better economic growth of Germany.

Germany is experiencing an increase in immigration and this in particular since July 2015. Half of the migrants arriving in 2015 are younger than 25, according to the Federal Office for Migration and Refugees. Europe's largest wave of migrants since World War II has put a big burden on Germany. The German government recently committed €6 billion in additional spending next year for asylum-related housing, medical care, education among and related costs

There are currently more than 15 million people with an immigrant background living in Germany according to the German Statistics Office. This figure includes all those people who have migrated to Germany as well as those born in Germany with at least one immigrant parent. Some seven million of them are foreigners, while around eight million have received German citizenship. After the repatriates, the 2.5 million immigrants from Turkey represent the largest group, while a further 1.5 million come from former Yugoslavia or its successor states. There are an estimated four million Muslims already living in Germany. Germany occupies the position of the 14th most populous country in the world.

At the moment it is difficult to find reliable future forecasts on Germany's population developement.

2.2 THE SEAFOOD SECTOR

The national German fish production (comprising German deep sea fishing, inland fisheries and aquaculture) increased by 0.8% to 247,000 tonnes in 2014 compared to 2013. The national industry had a market share of 12% of the overall fishing sector in 2014. Whereas inland fishers and anglers manage the lakes and rivers of Germany, fish varieties that are easily cultivated are bred in fish farms. In 2014 the overall fish and processed fish sector in Germany came to 2.13 million tonnes. Germany was, and remains, a major fish importer. In 2014 imports came to 1.88 million tonnes (1.4% reduction compared to 2013). This is a share of 88% of the German market. Therefore imported fish is of vital importance for the supply of the German market. The "Bundesanstalt für Landwirtschaft und Ernährung" (The Federal Authority for Agriculture and Food, Department 523) provides a very comprehensive overview, which has partially been translated in English, and can be accessed here.

Within the framework of the Common European Fisheries Policy, Germany champions sustainable and responsible use of resources worldwide. The fisheries protection rules are vigorously enforced to ensure the sustainability of the fisheries industry. Every year the countries on the North Sea evaluate the rate the fish stocks are replenishing. A large part of the German fishing industry has now committed itself to purchasing only from sustainable fish stocks.

The German fishing industry also suffers from depletion, because its principal fishing grounds have become overfished by the many modern fishing fleets that enter North European waters. German vessels have long fished the North Sea, the Baltic Sea, and the Atlantic Ocean, off the British Isles and around Greenland, all areas where many competing fishing fleets also operate. The German ocean-fishing fleet has shrunk. Germany attempted, through the European Community, to establish rules that would prevent overfishing, but those rules have proved difficult to enforce.

Market shares

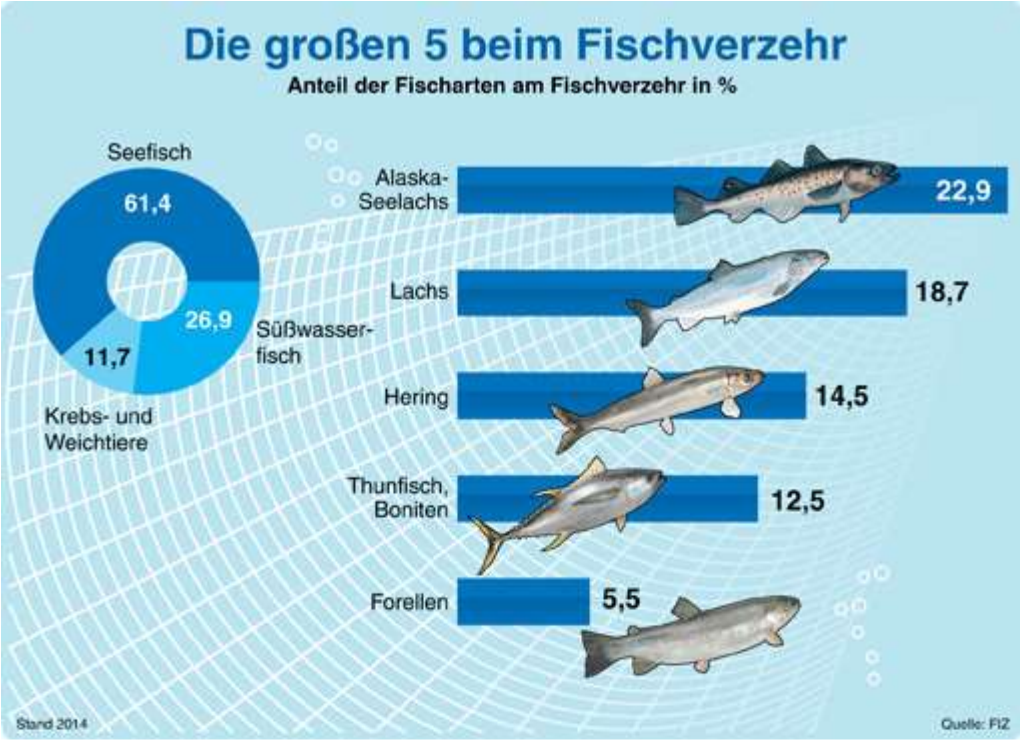
Market shares of seafood in %

Fish products[1]	2012	2013[2]	2014[3]
Sea fish	62,9	60,0	61,4
Fresh Water Fish	25,2	28,9	26,9
Crustaceans and Molluscs	11,9	11,1	11,7
Overall	**100**	**100**	**100**

The top 19 species landed in 2012, 2013 and 2014

Ranking of the most important sea and fresh water fish species in %

Species	2012	2013	2014
Atlantic pollack	25.0	22.0	29.9
Salmon	15.8	20.0	18.7
Herring	19.5	16.8	14.5
Tuna/bonito	11.4	13.2	12,5
Trout	4.2	5.5	5.5
Cod	1.0	0.3	4.4
Pangasius Fish	3.7	3.5	2.8
Mackerel	2.1	1.7	2.1
Pollack	1.6	2.2	1.8
Redfish	1.1	1.6	1.4
Plaice	0.8	1.1	1.1
Pike Perch	0.8	1.0	1.0
Sardine	0.6	0.6	0.8
Haddock	1.1	0.7	0.8
Carp	0.8	0.8	0.6
Tilapia	0.5	0.6	0.5
Nile Perch	0.4	0.3	0.6
Monkfish	0.6	0.6	0.4
Others	9.0	7.5	7.4
Overall	**100**	**100**	**100**



The top 5 consumed species

The Germans ate 1.13 million tonnes of fish in 2014. This corresponds to a consumption of 14 kg (catch weight) per capita. According to “Fischinformationszentrum Hamburg” there is no preference for sea fish over freshwater fish.

As shown on the picture Atlantic pollack (22.9%), salmon (18.7 %), herring (14.5), tuna (12.5%) and trout (5.5%) are the most important species consumed in Germany. These five types alone accounted for almost two thirds of the total consumption in 2014. The share of fresh fish purchased increased from 8% to 9% in comparison to 2013.

Fish remains very popular in the German market but preferences have changed in recent years. German consumers buy what is convenient and quick for them to prepare even if they have to pay a higher price.They also buy more fresh fish and do not stock as much frozen fish as in the past. The argument for this is convenience again. Fresh refridgerated fish does not need to be thawed and can therefore be quickly be prepared and consumed. Yet there is a considerable price difference. The price for refridgerated fish is € 13,85 per kg compared to € 6,83 per kg for frozen fish. Sushi has become very popular in Germany and is a fast seller.

Historically the majority of sea fish consumption was in Northern Germany, for geographic and logistical reasons, and this is true to a certain extent even today. According to the GFK (Gesellschaft für Konsumforschung/Society for Consumer Research), Mecklenburg West Pomerania has overtaken Hamburg and leads in the consumption of fish and bought most fish (6.8 kg for household consumption) followed by Hamburg (6.3 kg) and the Federal State of Schleswig Holstein (6.2 kg), Saxony (5.7 kg) and Berlin (5.4 kg). The lowest figures were recorded in Baden Württemberg (4.5 kg) and Hesse (4.5 kg).

Source: GFK 2014 – Purchasing of fish in the Federal States of Germany (in kg per person)

Bremerhaven is the leading port for large-scale deep sea fisheries and has developed over its long history into one of the largest fish markets in Europe. Major food industry players have established a presence there. Amongst them are companies like “Frozen Fish International“, which produce the famous” Käpt’n Iglo” fish fingers, Deutsche See GmbH and Frosta. Apart from Bremerhaven (44,266 tonnes in 2012/”Studie Fisch und Lebensmittelwirtschaft im Fischereihafen Bremerhafen”), Cuxhaven (www.cuxhaven-port.de) companies, such as Cux Fisch Dietzer (www.cuxfisch.de), and Rostock (www-rostock-port.de)should be mentioned in connection with deep sea fishing and processing. Hamburg formerly played a major role but this has changed, although Hamburg still is an important place for fish trading, production, research and home of many relevant Trade Associations. Other ports to mention are Kiel, Sassnitz and Neu Mukran. More information on Germany’s seaports can be obtained from the following source: www.zds.seehafen.de

http://www.fischmarkt-bremerhaven.de/fileadmin/PDF/Marketing/Studie_Fischereihafen.pdf

Most seafood arriving in the three main sea ports is auctioned there. For inshore fishing Germany has many more small ports along the shores of the North and Baltic Sea. Some of them are shown on the map above.

As mentioned previously the fish demand in the German market is fulfilled by 88% imports (2014). Fish imports came to 950,000 tonnes at a value of 4,17 billion Euros whereas exports by the German industry increased by 2.1% to 591,000 tonnes. As fish became more expensive on the world market, export revenues increased by 4.0% and came to 1.98 billion Euros.
http://www.bis-bremerhaven.de/sixcms/media.php/631/BIS-Fischmagazin-D-17-06-2015-final.pdf
The German fishing sector faced difficult challenges in 2014. The industry as well as fish wholesalers were not satisfied with the economic outcomes in 2014. In addition to shouldering higher costs due to the implementating of recent food legislation on consumer protection and joint market organization companies had to cope with fierce price competition on internal and external markets. All this lead to a tight income situation. Despite tough conditions in the world and the raw material markets (eg. weakness of the Euro against the Dollar in the second half of 2014) German consumers continued to expect a comprehensive, varied and sustainable offer at customer friendly prices. Deep-sea fishing and fish retail benefited most from the remaining high consumer interest in fish and seafood.

Turnover of fish and seafood according to sector (million EUR)

Sector	Year	Turnover	%
Sea fisheries	2012	173	
	2013	191	
	2014	209	9,4 %
Inshore fishing[1]	2012	100	
	2013	100	
	2014	100	0 %
Fish industry	2012	2.179	
	2013	2.150	
	2014	2.054	- 4,5 %
Fish imports	2012	3.765	
	2013	3.946	
	2014	4.169	5,8 %
Fish retail I[2]	2012	1.473	
	2013	1.526	
	2014	1.543	1,1 %

In comparison to deep water fishing freshwater fishing only plays a minor role. At the beginning of the 20th century freshwater fishing was reduced considerably due to using the rivers for shipping and energy production.

The German fishing fleet is active in national and international waters.

German fishing fleet destinations from 2012 to 2014

Jahr	2012[1]	2013[1]	2014[2]
Nordsee	66.308	92.304	82.096
Westliche Gewässer	54.766	70.218	74.464
Ostsee	35.937	36.257	32.440
Mittlerer Ostatlantik	14.582	0	8.282
Grönland	8.588	6.858	8.218
Norwegische Küste	23.710	14.186	8.037
Südostpazifik	0	0	7.682
Nordwestatlantik	1.857	2.216	1.876
Skagerrak und Kattegat	1.233	1.551	493
Azoren	21	32	48
Gesamt	207.002	223.623	223.636

Source Fischinformationszentrum Hamburg 2014

The main areas for the German fishing fleet are the North Sea and the West British Waters followed by the North Sea , Eastern Central Atlantic, Greenland, Coast of Norway, South Easter Pacific Ocean, North West Atlantic,.Skagerrak and Kattegat and the Azores.

The number of employees in the seafood sector came to 41,703 and remained relatively stable in comparison to previous years. Some sectors reported staff reductions but they were balanced by growing staff numbers in the retail sector. Germany has 7 vessels for deep sea fishing (2014) and 1,485 smaller fishing vessels for coastal and river fishing, of those 1,139 are less than 12 metres long.Germany also has 46 shell fishing cutters and specialist vessels. Catch weight in 2014 came to 224,000 tonnes. Germany's fleet makes up a share of 3% of the overall European Union fleet.

Year	2012	2013	2014
Number of production units			
Fishing production units	58	58	52
Number of businesses in the trade and catering sector			
Fishwholesalers	411	321	315
Fish retailers including specialist departments and mobile delicatessen outlets	10.000	10.000	10.000
Catering / Fish snacks	560	560	560
Number of ships			
Deep Sea Fishing and Fish Processing vessels	9	9	9
Fishing boats	1,760	1,607	1,521
Number of employees			
Deep Sea Fishing (Staff, Freight Handling)	2,626	2,576	2,474
Coastal- and Inland Fishing	2,370	2,341	1,950
Fish industry	6,973	6,649	6,408
Fish wholesalers	6,801	5,399	5,291
Fish retailers including specialist fish deportments und mobile delicatessen outlets	18,749	18,409	19,580
Fish catering	6,000	6,000	6,000
Overall Number of employees:	**43,519**	**41,374**	**41,703**

Inland fishing and aquaculture were reduced considerably compared to 2011. The revenues came mainly from fish bred and caught in lakes and ponds. Carp and trout, which are popular in the German market, are typical species for aquaculture breeding. In 2014 trout and similar species like char made up 10,105 tonnes whereas carp came to 5285 tonnes. The most common species, within the trout group, were rainbow trout (8466 tonnes) and salmon trout (1471 tonnes). The above mentioned freshwater fish make up 78% of the production and are mainly bred in southern Germany. A smaller part comes from North Rhine Westphalia, Brandenburg and Saxony. River fishing is of minor importance in Germany apart from Central Germany (Mitteldeutschland) where 50-80 kg of fish are produced per hectare (e.g. brusque, pike perch, pike).
Source: Federal Statistics Office (Destatis), 30 June 2015

Supply through aquaculture in tonnes (fish, crustaceans, molluscs, roe and caviar and algae).

	2012	2013	2014
Fish	19.595	20.410	20.936
Crustaceans	Not disclosed	Not disclosed	Not disclosed.
Molluscs	6.933	5.036	5.280
Roe/Caviar	51	58	70
Algae	Not disclosed.	Not disclosed	Not disclosed.
Gesamt[2]	26.591	25.517	26.294

Fischinformations zentrum Hamburg 2015

According to agriculture and fishery sector statistics, published by the Federal German Statistics Office in 2015, the overall production of 6,000 aquaculture businesses came to 26,300 tonnes, among them 21,000 tonnes of fish and roughly 5300 tonnes of mussels. The mussel production came mainly from the Federal States of Schleswig-Holstein and Lower Saxony. About 70% of all aquaculture companies were located in Bavaria. They mainly produced fish, but Bavarian fish only makes up 26% of the German fish production. The Federal State of Baden-Württemberg had only 3% of the German aquaculture businesses but produces 17% of the German aquaculture fish. Due to the increasing demand in fish aquaculture there is growth potential. The industry established its own Trade Association in November 2011.

2.3. CONSUMER TRENDS

Germans like to eat fish. Whereas fish consumption was at 11 kg per capita in the 60ies, 70ies and 80ies consumption steadily increased afterwards to 15.7 kg per capita in 2010. In 2014 consumption was slightly lower at 14 kg (compared with 60.3 kg per capita in meat in 2013) but more than beef (8.9 kg per capita) and poultry (11.6 kg per capita). In 2014 the Germans consumed 1.13 million tonnes of fish and seafood (catchweight). Considering the per capita consumption Germany still has a considerable potential for growth considering the world average of 19.7 kg. Yet it cannot be expected that the Germans eat as much fish as the Spanish (41kg) or the Portuguese (56 kg).

Fish consumption in Germany from 2006 to 2014

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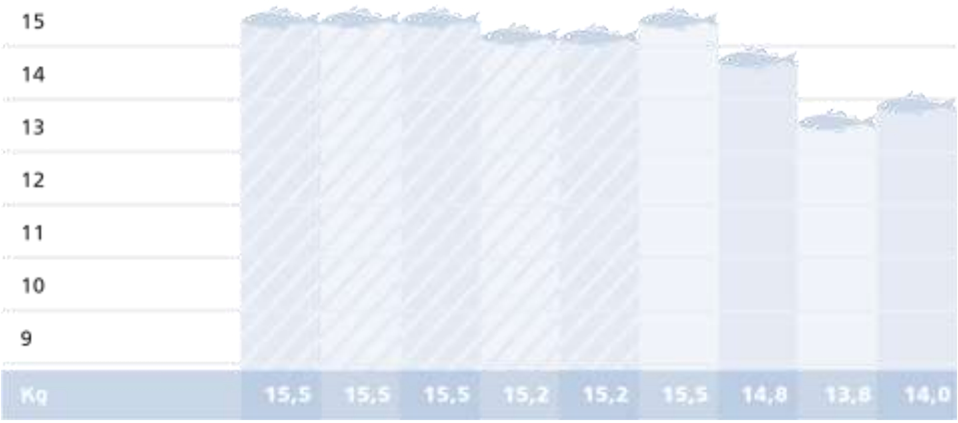
Year 2006 2007 2008 2009 2010 2011 2012 2013 2014



Source "Fischinformationszentrum e.V.

Apart from traditional fish and seafood new fish products and innovative offers give impetus to the market. One example of showcasing the big variety of seafood available in the German market was the food fair "Grüne Woche" in Berlin in 2015 where consumers were familiarised with 80 different species of fish, crustaceans and molluscs displayed on a 10 m² ice bed. Another relevant sector trade fair takes place in Bremen in November and is called "Fish und Feines". More information click here.

In recent years more and more supermarkets introduced fish counters with a comprehensive display of frozen and fresh fish as well as fish products. The decision to establish such a counter was made on the basis of consumer demand and disposable income in the catchment area.

Taste and convenience are no longer the only decisive factors. Questions like the origin or sustainable processing are equally important for German consumers. So it is unlikely that Germany will be able to maintain its level of seafood consumption without increasing imports and developing aquaculture. This trend is also reflected in media reporting.

A reputable scientific database and useful instrument for trade journalists, fish buyers, food sector specialists and restaurants is "Fischbestände online".

According to a 2014 market study by “amr” (Abermarle Marketing Research) in 15 countries in Europe and major world markets 58% of the German consumers interviewed were aware of the blue Marine Stewardship Council (MCS) logo and 27% relate it to sustainable fish. Germany and Switzerland (57% against 33%) were the most well informed countries participating in the market study. 88% of the German consumers are in favour of sustainable fishing. 81% of the interviewed candidates stated that overfishing of the oceans is a very serious problem and therefore they think checking that fishing is done in a sustainable fashion is key in order to save the fish for the future.

A total of 67% explained that they buy only fish and seafood from sustainable sources, independently from price and quality. 23% would even be prepared to go to another fish outlet to find sustainable fish. About 64% of the interviewed Germans consider it to be important that supermarkets in Germany offer sustainable fish. Sustainability is also relevant for the supply of restaurants (66%). Many retailers nowadays have a comprehensive offer of f certified products. In German supermarkets consumers can now choose between 4000 MCS certified products.
(Source amr research on sustainable fish 2014 on behalf of MCS)

German consumers also seem to be very conscious about issues affecting food safety. This has a lot to do with the ever occurring food scandals. Therefore consumers are very interested in quality assurance and food hygiene. One example of this attitude was the high number of enquiries relating to the impact of pharmaceuticals discovered in fish and crustaceans following an article published in the magazine "Der Spiegel" in 2015.

The supply of fish at reasonable prices and depleting because of principal fishing grounds have been overfished by many modern fishing fleets that enter the North European Waters were among the main sector challenges in 2014. Satisfying the supply with species such as salmon, plaice, cod, herring, haddock, trout was not an issue whereas there was a 15% reduction in the catch quota for pollack .

In Germany fish has an excellent healthy image and fits well with the overall trend towards lighter cuisine. The "Deutsche Gesellschaft für Ernährung" (German Nutrition Society) recommends two fish dishes per week for as part of a balanced diet. The increasing popularity of seafood is also reflected in cooking programs on TV and initiatives, such as the "School of Fish", which aims at providing more information about fish and healthy eating in schools.

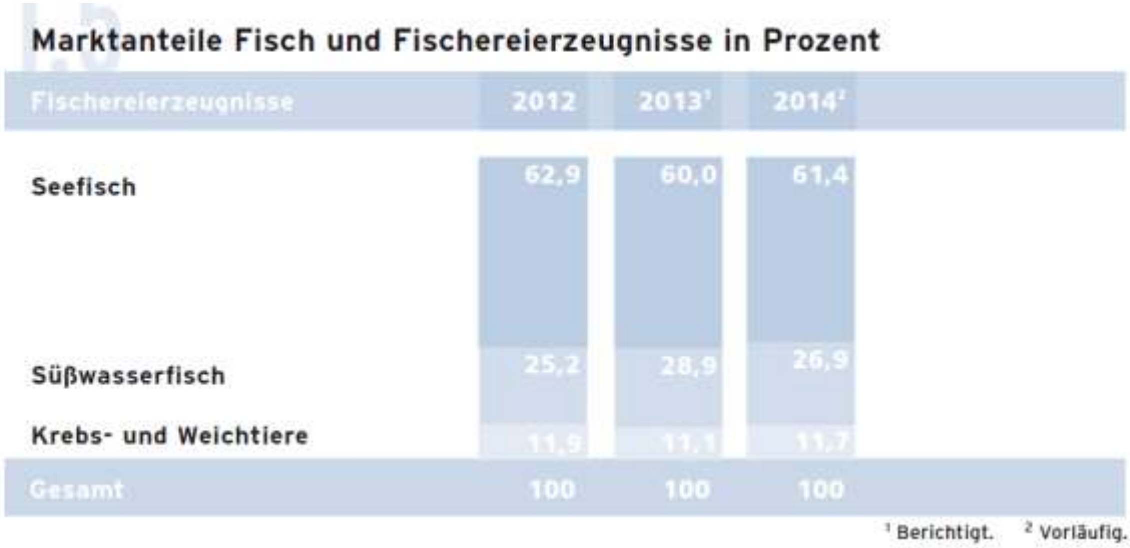
In a previous report provided by "Food from Britain in 2007" it was stated that Italian is the most popular ethnic restaurant in Germany. There is much more variety in international restaurants now. Germany also has a number of specialised fish restaurants with branches all over the country such as "Nordsee" (www.nordsee.com) for quick service and casual dining and "Gosch" (www.gosch.de, slightly higher priced level). In comparison to the past Germans also prepare much more fish at home and are experimenting more. Therefore it is no longer appropriate to state that fish is usually eaten out of the home, due to consumers lack of experience cooking it and perceived smell, as Germans move towards cooking fish at home. Fish has also become part of canteen menus due to the trend towards healthy food.
In a press release from 1 July 2015 the Chairman of the Fischinformationszentrum e.V. Hamburg, Herr Thomas Lauenroth, said the following: "The recent increase in household expenditure for fish by 1.4% to € 3.5 billion showed again that fish is very popular in the German market." The year before food prices only increased by 1% whereas fish increased on average by 1.9%. The highest price increase was reported with smoked fish (6.6%) followed by fish fillet with 3.4%. Frozen fish only increased by 0.4%, canned fish by 1% and marinades by 1.7%. This might also be a reason why German consumers preferred buying frozen fish. One of German children's favourite dishes is fishfingers. The market for fishfingers is dominated by Iglo.
With sustainability in preserving fish stocks becoming increasingly important, it is unlikely that Germany will be able to maintain its level of seafood consumption without increasing imports and developing aquaculture.

The most popular fish products (in %)

In 2014 German consumers bought mainly frozen fish, which represented 30% of the total fish products consumed. In second place came canned fish and marinades (26%) followed by crabs and mollusks (15%), fresh (9%) and smoked fish (12%).

In the overall consumption of 14 kg per capita, sea fish had a share of 8.6 kg (2/3). Freshwater fish and products made from fresh water fish made up 3.8 kg. Crabs and mollusks came to 1.7 kg.

Market shares of fish and fish products in %



The chart below shows the per capita consumption of fish products in % according to production sectors from 2012 to 2014. The production classifications are frozen fish, followed by canned fish and marinades (herring and marinades, canned tuna, canned sardines), fresh fish, smoked fish, other fish products and salads.

Per capita consumption according to production sectors in %

Production sector[1]	2012	2013[2]	2014[3]
Frozen fish	29	29	30
Canned fish and marinades	28	28	26
of this 1. Canned herring/marinades	16	15	14
2. Canned tuna	11	12	11
3. Canned sardines	1	2	1
Crabs and mollusks (fresh, frozen, processed)	15	14	15
Fresh fish	8	9	9
Smoked fish	11	12	12
Other fish products (such as rollmops, anchovies, herring bits, matjes, salmon products)	7	6	6
Fish salads	2	2	2
Overall	**100**	**100**	**100**

Summary Consumer Trends in bullet points

- Germany has 82 million of the world's wealthiest consumers and it is by far the biggest market for food and beverages in the European Union (Euromonitor) with good prospects for UK food products like fish.

- The German food market is heavily dependent on fish imports to meet consumer demands.

- German fish consumption is growing as consumers increasingly demand foods that support a healthy diet and are convenient to prepare.

- Domestic stock shortages have forced German fish and seafood suppliers to import larger quantities of these products, which has resulted in higher unit prices.

- Fish and seafood products with low fat and sugar contents, limited additives and, ideally, 100% organic ingredients, have shown recent growth.

- Conveniently prepared value-added products, including fillets with toppings, mixtures of fish and vegetables, and ready-meals, are increasingly attracting the busy German working population, who have limited time to prepare food.

- Fish and seafood suppliers are increasingly providing chilled, processed foods fortified with omega 3 and vitamins.

- New products entering the European market are focused on having no additives and preservatives, enhancing the image of natural fish and seafood products free from monosodium glutamate (MSG) and polyphosphates, characteristics that appeal to Germans consumers

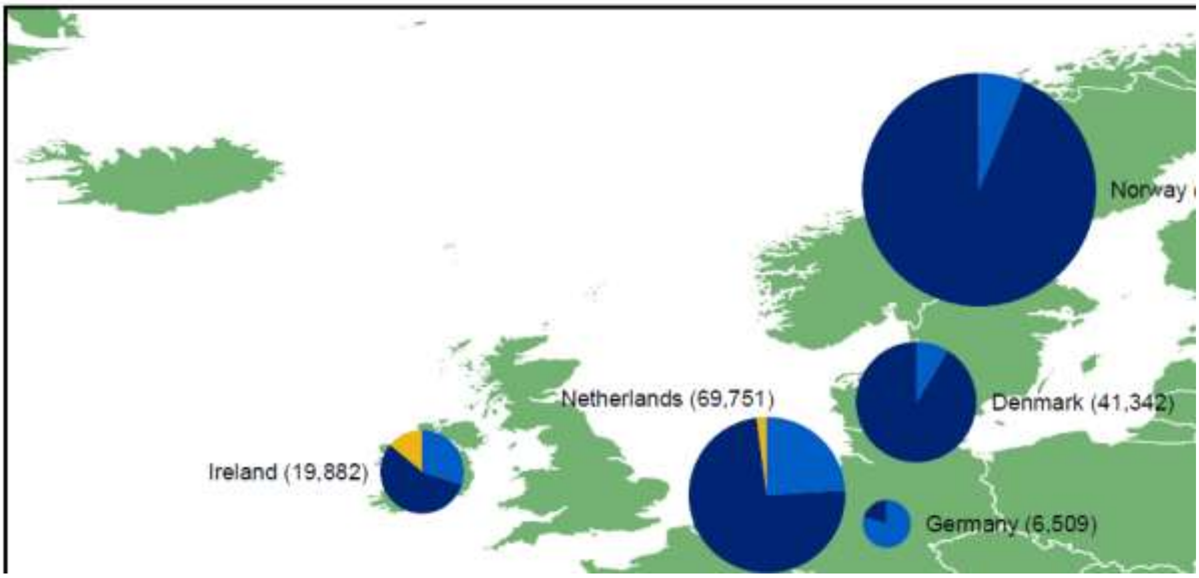
- In Europe, the health of the planet has become more important to consumers. Packaging has begun to reflect this trend, with clear labelling and prominent display of the MSC logo, which denotes sustainable and ethical products.

2.4 UK–SHARE AND EXPORT OPPORTUNITIES

Very robust domestic demand in Germany and low inflation rates have caused economic expectations and willingness to buy improved again in 2015. Private spending is a key driver for economic growth this year. The falling oil price, the increase in employment and rising wages (in real terms) along with the introduction of minimum wage have all led to strengthening purchasing power. However, existing risks must not be forgotten. In 2015 tough negotiations on the future of Greece in the Euro Zone, the Ukraine crisis, and IS terrorism and could noticeably dampen consumption in Germany. The development of the exchange rate between the Euro and the Pound Sterling might also have an impact on UK fish import.
In 2015 unemployment fell to the lowest level in over a decade to 6.2%. Consumer spending was high. However, continued fiscal consolidation and Germany's dependence on exports could slow the pace of growth in consumer expenditures on food.

In 2014, the seafood demand of the German market was covered to 88% by imports and to 12% through national supply. Imports came to 1.88 million tonnes. The import value was 4.17 billion Euros. Sourcing that volume of imported seafood in an increasingly competitive market is challenging. Prices are likely to be driven up by global population growth and growing demand in emerging markets.

Chart 3.18: Landings abroad by UK vessels by country of landing: 2014 (tonnes)



Source British Government Statistics – UK Sea Fishery Statistics 2014
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/462753/UK_Sea_Fisheries_Statistics_2014_-_online_version.pdf.

Germany is currently a small export market for British seafood suppliers and the value of exports has fallen slightly in the last few years. When asking Germans what comes to their mind about British fish they often answer in stereotypes, such as “fish and chips” and “Scottish salmon.” Trade shows like ANUGA, Green Week or the BioFach show in Germany enjoy an exceptional reputation within the global food industry and these shows outreach is, in many cases, global.

For fish we recommend to use sector leading events and trade fairs (e.g. Anuga/Hamburg, Fisch und Feines Bremen, Eurotier) to promote British seafood in Germany. In addition the International Consumer Food Fair “Grüne Woche” could be a forum to attract German consumer interest and to convey a better understanding about the variety of British seafood. Participating in German food trade shows is a proven way to find the right distributor and facilitates the direct contact with German food brokers, importers and wholesalers.

According to “Deutscher Seafood Verband e.V.”, the Association of German Seafood Importers and Processing Companies, seafood demand in Germany is rising. Although prices for fish have increased by an average of 1.9 % (higher than with other food products) the demand has not declined. The rising popularity of fish is due to a better understanding of the importance of fish for a healthy diet. Depending on species and region prices can differ, for example herring increased in price whereas salmon is cheaper now.

In 2014 the most important sources (by value) of seafood and fish products for Germany were Poland (16.1%), Norway (11.2%), The Netherlands (10.0%), Denmark (9.2%) and the China (8.8%). The total EU had a share of 47.6 %. The main suppliers for seafood and seafood products were countries outside the European Union (52.4 % market share) although Europe increased imports to Germany compared to the last seafood report in 2012.

Norway led in front of China followed by the Vietnam (4.4%) and the USA (4.3%). In the EU Poland was leading in front of the Netherlands and Denmark. The United Kingdom came in the forth position and had a 2.3% market share, a slight increase since 2011. As there has been an increased interest in fish as a source of healthy nutrition and as it is predicted that demand is going to outstrip supply in the next few years with a focus on sustainable production, it appears that Germany could be an important prospective market for the UK.

Sources of fish imports to Germany.

(Source: Fischinformationszentrum Hamburg 2014)

Germany's fishing fleet landings (national and international) in 1000 tonnes catch weight.

(Source Fischinformationszentrum Hamburg 2014)

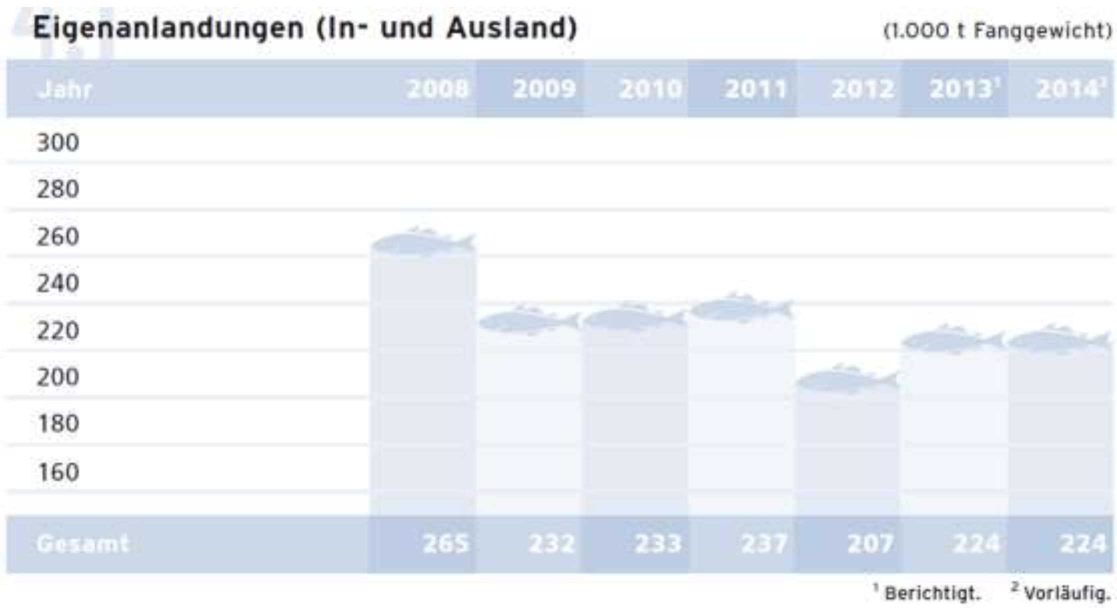


Chart for imports into Germany by seafood type

Importe

Jahr	2012[1]	2013[1]	2014[2]
Anteil der Eigenanlandungen/ Produktion am Gesamtaufkommen an Fischereierzeugnissen[3]	10 %	12 %	12%
Anteil der Importe am Gesamtaufkommen[3]	90 %	88 %	88 %
Importmenge (Produktgewicht)	943.312 t	929.669 t	954.661 t
Importwert	3.765 Mio. €	3.946 Mio. €	4.169 Mio. €
Darunter: Seefisch[4]	1.020 Mio. €	938 Mio. €	950 Mio. €
Süßwasserfisch[4]	660 Mio. €	826 Mio. €	935 Mio. €
Fischzubereitungen[5]	1.258 Mio. €	1.418 Mio. €	1.425 Mio. €
Krebs- und Weichtiere	656 Mio. €	650 Mio. €	740 Mio. €

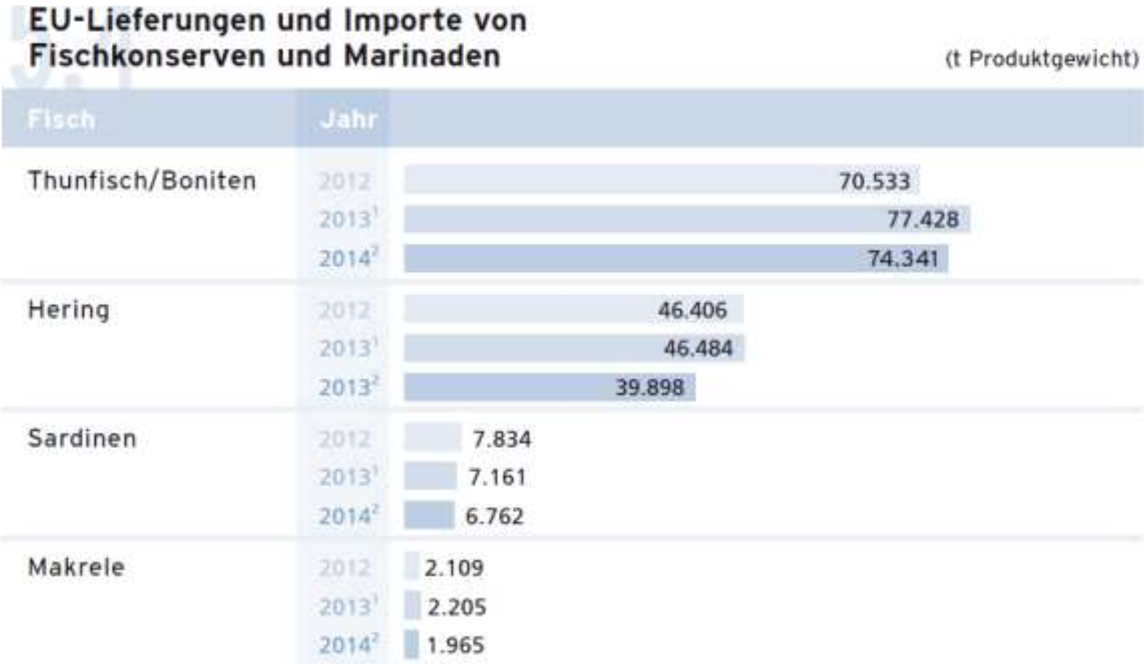
[1] Berichtigt. [2] Vorläufig. [3] Basis: Fanggewicht. [4] Ohne Fischzubereitungen.
[5] Einschließlich geräucherter, gesalzener und getrockneter Fischprodukte aus Seefisch und Süßwasserfisch.

Source" Fischinformationszentrum 2014"

The table above shows the seafood imports into Germany from 2011 to 2014. On the first line is Germany's national seafood supply. From 2012 to 2014 the national supply increased by 2% whereas imports decreased by the same percentage to cover the demand. Altogether 954.661 tonnes (catch weight) were imported at a value of 4,169 million Euros (€950 million of sea fish, €935 million of freshwater fish, €1,425 million of processed fish and €750 million of crustaceans and mollusks).

The table below shows imports in canned fish and marinades from 2012 to 2014. The species listed according to import ranking are tuna/bonito, herring, sardines and mackerel in tonnes catch weight).

Imports of fish canned fish and marinades 2011-2014.



Information on landings (in landed weight) of the British deep-sea and coastal fishing fleet in the calendar year 2014 and data on seafood exported into Germany is based on statistics provided by the “Bundesanstalt für Landwirtschaft und Ernährung”, Fischwirtschaft Referat 523. The full report can be found here.

The United Kingdom succeeded in increasing exports in canned tuna and bonito from 2013 to 2014 whereas exports of canned mackerels decreased. This is shown by the tables below taken from the report of Fischinformationszentrum Hamburg in 2014. From 2013 to 2014 canned tuna export was increased from 758 to 822 tonnes. Exports to Germany in canned mackerels were between 15 (2012) to 2 tonnes (2014).

EU-Lieferungen und Importe von Thunfisch-/Bonitenkonserven

(t Produktgewicht)

Jahr	2012	2013[1]	2014[2]
Ecuador	10.404	15.312	14.056
Philippinen	14.002	13.189	13.178
Vietnam	6.078	8.776	8.623
Niederlande	5.592	5.360	8.506
Papua-Neuguinea	12.223	9.618	7.496
Thailand	3.179	5.178	5.608
Indonesien	5.599	4.007	3.871
Spanien	5.031	4.994	3.862
Italien	1.531	1.978	2.619
Peru	47	1.481	1.636
Elfenbeinküste	2.167	3.169	1.314
Mauritius	1.311	333	852
Vereinigtes Königreich	1.076	758	822

Import sources of canned Tuna and Bonito see above.

Imports of canned mackerel.

EU-Lieferungen und Importe von Makrelenkonserven

(t Produktgewicht)

Jahr	2012	2013[1]	2014[2]
Dänemark	1.560	1.433	971
Marokko	260	477	575
Polen	39	93	170
Spanien	35	60	155
Litauen	39	44	46
China	7	7	10
Niederlande	137	63	7
Vereinigtes Königreich	15	8	2
Andere Länder	17	20	29
Gesamt	2.109	2.205	1.965

[1] Berichtigt. [2] Vorläufig.

The UK is not registered as one of the main exporters of canned herring and marinades to Germany in the years from 2012 to 2014. If there are any exports then they are summarized under other countries. The same applies for sardines in the table below.

Imports of canned herring and marinades.

EU-Lieferungen und Importe von Heringskonserven und Marinaden (t Produktgewicht)

Jahr	2012	2013[1]	2014[2]
Polen	32.968	31.900	28.744
Dänemark	5.881	5.194	4.297
Litauen	1.543	3.454	2.506
Schweden	2.560	3.126	2.427
Niederlande	2.227	2.160	1.238
Norwegen	735	146	229
Lettland	103	54	164
Irland	178	241	61
Andere Länder	211	209	232
Gesamt	46.406	46.484	39.898

[1] Berichtigt. [2] Vorläufig.

Imports of canned sardines.

EU-Lieferungen und Importe von Sardinenkonserven (t Produktgewicht)

Jahr	2012	2013[1]	2014[2]
Marokko	5.317	4.815	4.240
Peru	1.475	1.196	1.011
Niederlande	454	659	940
Bulgarien	147	138	149
Portugal	84	85	126
Thailand	35	52	118
Spanien	122	131	112
Frankreich	18	13	11
Andere Länder	182	72	55
Gesamt	7.834	7.161	6.762

[1] Berichtigt. [2] Vorläufig.

There was also statistical information available on the website of the Federal Ministry of Food, Agriculture and Consumer Protection. The most recent statistics were from 2010.

It is difficult to point out specific gaps in such a large and established market like Germany. Maybe there is some potential in fresh/frozen fish as there is a growing interest in cooking at home and in eating fish in restaurants and canteens. Opportunities could also be at the value-added end of the market. Trade buyers in Germany are in general open to new suppliers who can guarantee delivery times of a quality product within the agreed specifications and price-levels.

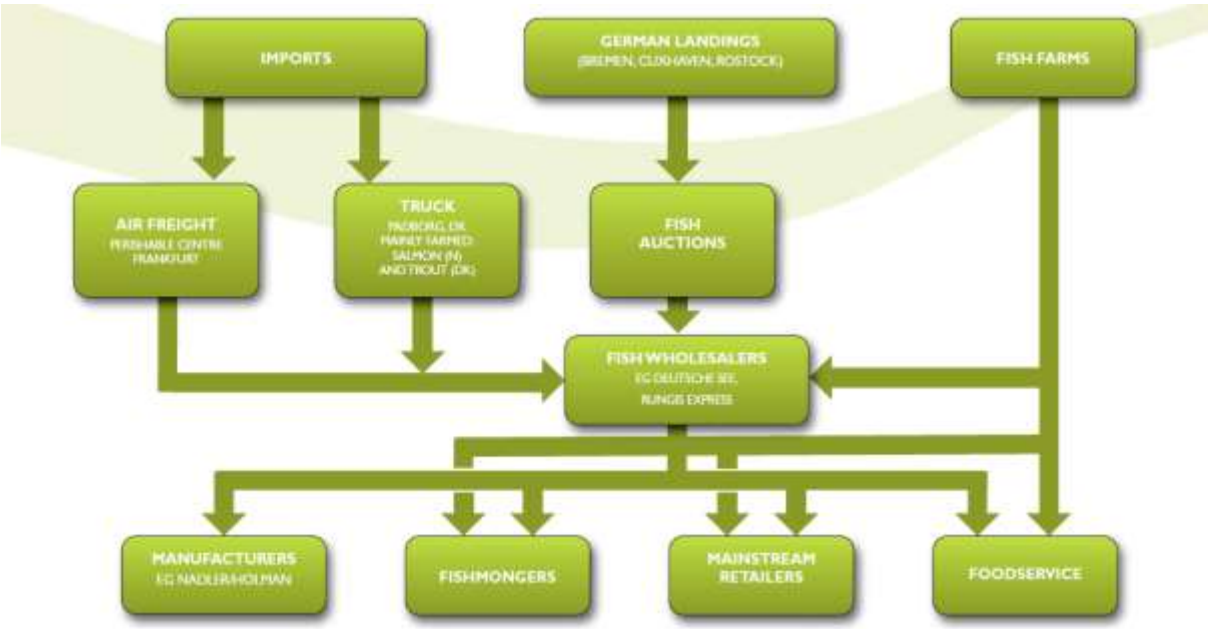
2.5 THE SUPPLY STRUCTURE

Overview

As mentioned before the seafood sector is highly reliant on imported products, which generally lands in frozen or in a further processed form to supply a large portion of the domestic market. A significant portion of seafood volumes are sold in processed form (canned or frozen packages), and a large part of imported frozen fish is sold into the domestic market as fresh product. The dominant drivers of value are:

- Balance of supply and demand in the chain and the price gained from wild-catch products.
- Increased demand for portion prepared products.

The supply structure for Germany is still the same as in the report provided by Food from Britain. The chart originates from "The European Seafood Market Information Report" provided by "Market Strategy Ltd".



Fresh fish is the dominant channel across Spain, France and Italy. In comparison to the south of Europe, the German market relies more heavily on frozen and canned fish. As the frozen logistics system is of very high standard in Germany it is economically efficient to sell frozen fish in this market.

Within fresh, the leading seafood distribution centre for north and central Germany is Padborg, across the border in Denmark. Here Scandinavian seafood including most of the Norwegian fresh salmon, is processed by a wide variety of traders and sold on into Germany. Many retailers order directly from the traders by telephone and arrange their own transport. Other important distribution centers are the seaports of Germany, such as Bremerhaven, Bremen and Hamburg.

Imported seafood from Africa and Asia, which comes by airfreight, is consolidated primarily at Frankfurt Airport at the Perishable Centre. A total of 9,000 sqm of storage space handle up to 32,000 tonnes of fish (120,000 tonnes of perishables) per annum. This is more than the ports of Hamburg and Bremen together. The logistics of the perishable centre offer favourable conditions for transport (six lorry loading ramps) and quality check and confection. The Customs and German Veterinary Authority are also located there. More information is available at www.pcf-frankfurt.de.

There is a clear distinction between the supply chain of sea fish and fresh water fish. Sea fish is landed in the ports such as Bremerhaven, Cuxhaven or Padborg/Denmark where they are sold immediately at fish auctions and are passed on to large national retailers, like "Deutsche See". Freshwater fish is mainly sourced on a regional basis and directly delivered into the stores from regional farms and suppliers.

Large amounts of processed fish are imported from Poland (where many large processors are located) at lower prices.

In retail, Deutsche See has a predominant role with its large sales force and perfect chilled logistics. Many retailers clearly state Deutsche See to be their first choice supplier with regards to fresh fish, as they have dedicated themselves to providing culinary satisfaction. This is because Deutsche See offers a full service with regards to orders. Fish and seafood are closely checked and undergo various processing stages in Bremerhaven, after which they are immediately transported to the 22 subsidiaries throughout Germany. One of them is in Berlin to supply the capital city. Its sales forces closely cooperate with the retailers and build up constant good relationships with key buyers.

In the past Germany did not appear to be a nation aimed at fine dining and fine food grocery shopping.The frozen fish category was traditionally made up from a small range of species, whereas today more variety can be found. . On one hand consumers are still very price-conscious but on the other hand food marketing trends show a clear increase in the demand for organic, convenience, heath, sustainable, wellness , and innovative, as well as luxury products. This comes at a price.
It is dangerous to generalise but whole fish tends to be more popular in Mediterranean countries. In Germany however, it's normally only in the high end restaurant trade that this product format is requested.

Throughout Europe and this is also true for Germany, fish fillets are the big growth driver, as people look for more convenient ways to consume fish.
The best routes to market have to be examined on an individual basis. This is not only caused by different chilled/frozen logistics available and individual costs, but also depends very much on species, specifications and sales targets.

The main distribution channels used in Germany are refrigerated trucks, and cash and carry wholesalers with both dry and cold storage facilities.

2.6 THE RETAIL CHANNEL

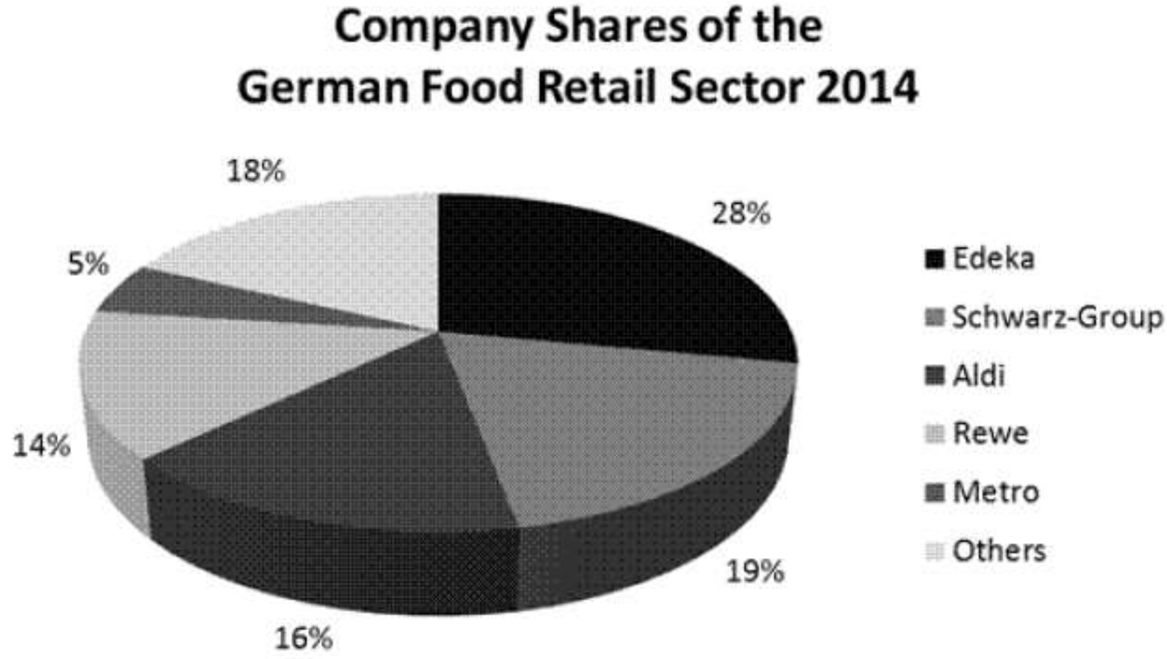
Before going into detail with the retail structure, some general remarks about the German food sector. Germany is by far the biggest market of the European Union with good prospects for UK food products. The German food market is heavily dependent on imports to meet customer demands and this is particularly true in the fish sector.

First of all the sector is very dynamic. Companies which survive the competition in prices and the change in consumer behavior in Germany could make it anywhere in the world. According to Martin Sorrell, CEO of WPP (the Worlds Largest Communications Services Group), the Germans are among the most price-conscious consumers for food in the world.

Consolidation, market saturation, strong competition and low prices are key characteristics of the German retail food market. This provides manufacturers with numerous ways of marketing products. The sector is dominated by five large retail companies. The major chains face slim margins due to fierce competition. However, in recent years, there has also been a trend in consumer preference towards smaller grocery formats, including convenience stores, small grocery retailers and independents. Overall German retail sales will climb by 1.5 % to around € 466 bn in this year after increasing by 1.9% in 2014 according the German Retail Association HDE.

The share of private labels in the total market is increasing . Many fish products are offered as private label products. The category of luxury food remains stable and is even growing over the years because premium products are perceived as affordable indulgences.

Top 5 mainstream retail chains in Germany



Source: Lebensmittelzeitung, Euromonitor, FAS Berlin

Organised food retailers, such as supermarkets, hypermarkets, discount stores, and small, traditional retail stores, control a majority of food and beverage sales in Germany. Kiosks also contribute generously to retail sales, especially in the fish and seafood sector. Recent laws that benefit small retailers have further allowed these food and beverage providers to increase profits. The top three companies Edeka, Lidl (Schwartz Gruppe) and Aldi account for 63% of market share. Along with other stores, Aldi, Lidl, and Penny have broadened their selection of seafood products, as well as fresh meats, baked breads, and fresh fruits and vegetables.

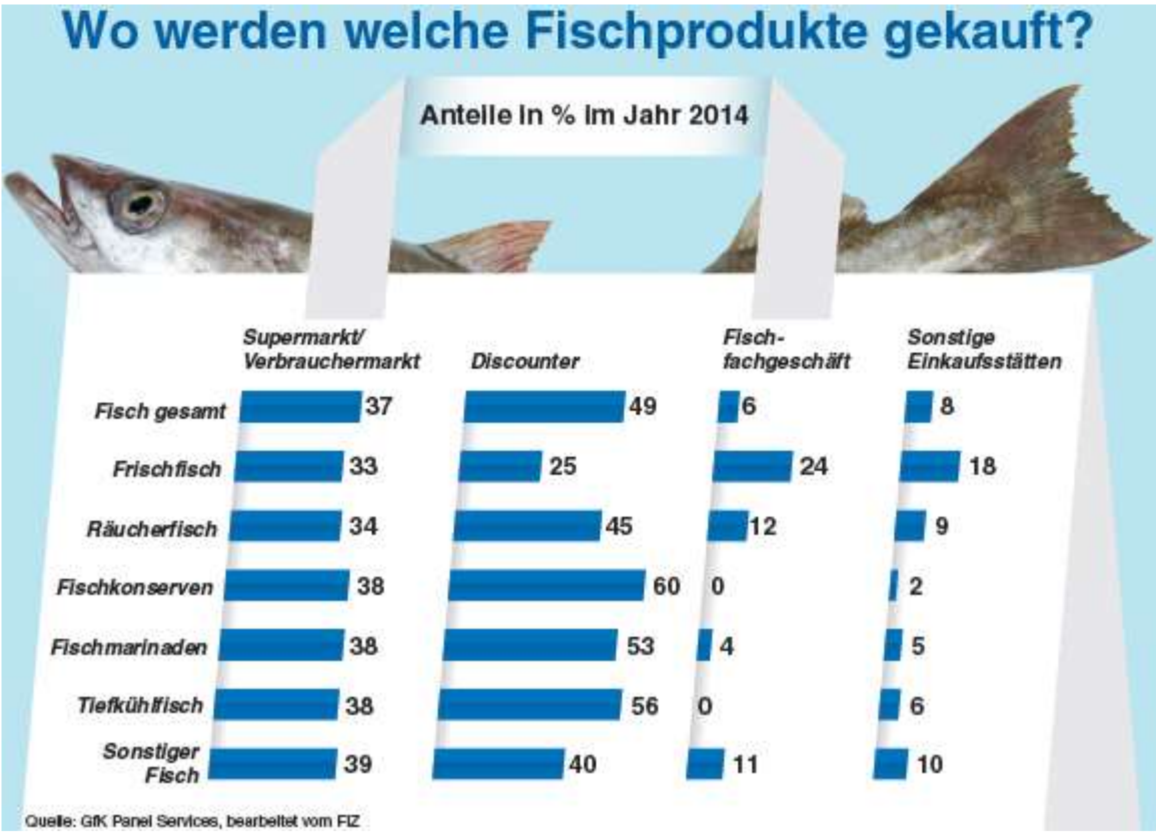
Due to a large number of single-person households, the rising number of working women in Germany and an increasing mobile society, interest in more convenient food and beverage purchasing methods has grown. Large retailers have been experimenting with new strategies to boost sales. Some of these methods include home delivery, mail-order, and internet shopping. Yet these methods of generating sales, especially internet shopping, are more difficult in the food sector and even more so with fish.

Despite higher prices, convenience retailers continue to maintain a large presence amongst German retailers. Snack stands and kiosks, totalling 48,000 across Germany represent half of the sales from convenience retailers.

The German retail market is highly competitive, which forces providers to capitalise on advanced marketing techniques to gain a competitive advantage. One technique distributors use is to host annual, or semi-annual, food shows to display their products.

The following chart shows where Germans bought fish in 2014.

The chart starts with a breakdown of the different retail channels and shopping behavior for fish. Most of the fish and seafood was purchased at discounters (49%), followed by supermarkets (37%) and fishmongers (6%). Fresh fish was mainly bought in the supermarket (33%), followed by discounters (25%), specialised fish mongers (24%) and other fish outlets (18%).



Where are which fish products bought?

Source: "Fischinformationszentrum Hamburg"

The top six discounters, Aldi, Lidl, Netto, Penny and Norma have a stranglehold on the fish and seafood sector.

Major Retail companies in Germany in 2015

The retail ranking was produced by Trade Dimensions for the German food market. Edeka group are in the lead followed by the REWE, Schwarz and –Metro Group.

Discounters reported an increase in turnover from 40.2 to 40.8%. The market share of discounters was at 49% and they take the lead but there is a slight decline to the benefit of the supermarkets with a market share of 36.9%.

Rank	Company	Gross-Revenue 2014 in Mio. Euro		Change to 2013 in Prozent	% of Food 2014 in Prozent	Turnover Food** 2014 in Mio. Euro
1	**Edeka-Gruppe**, Hamburg	51.850		+2,0	90,6	46.999
	Edeka-Regionalgesellschaften	38.504		+1,9	89,1	34.317
	Netto, Maxh• ütte-Haidhof	13.221		+2,2	95,0	12.560
	weitere Unternehmen/Sparten	125		+2,5	98,0	123
2	**Rewe-Gruppe**, Köln	37.999	*	+2,4	72,5	27.559
	Rewe-Konzern, Köln	35.023	*	+2,5	70,6	24.732
	Vollsortiment, Köln	19.820	*	+3,3	90,2	17.878
	Penny, Köln	7.532	*	+0,5	90,0	6.779
	weitere Unternehmen/Sparten	7.671	*	+2,4	1,0	75
	Rewe Dortmund, Dortmund	2.976		+1,2	95,0	2.827
3	**Schwarz-Gruppe**, Neckarsulm[1)]	34.060	*	+2,5	81,2	27.657
	Lidl, Neckarsulm	20.460	*	+3,3	82,0	16.777
	Kaufland, Neckarsulm	13.600	*	+1,3	80,0	10.880
4	**Metro-Gruppe**, Düsseldorf	29.718	*	-0,3	36,5	10.832
	Real, Mönchengladbach	9.139	*	-0,7	70,0	6.397
	Metro C + C, D• üsseldorf	5.473	*	+0,3	76,0	4.159
	weitere Unternehmen/Sparten	15.106	*	-0,2	1,8	276
5	Aldi-Gruppe, Essen / Mülheim[2)]	27.505	*	+1,3	82,0	22.554
	Aldi S• üd, M• ülheim	15.500	*	+0,6	82,0	12.710
	Aldi Nord, Essen	12.005	*	+2,2	82,0	9.844
6	**Lekkerland**, Frechen	8.790		+4,0	99,0	8.702
7	**Tengelmann-Gruppe**, Mülheim[3)]	7.515		+2,2	26,3	1.979
	Kaiser's Tengelmann, Mü• lheim	2.061		-4,1	96,0	1.979
	weitere Unternehmen/Sparten	5.454		+4,8	0,0	0
8	**dm**, Karlsruhe	6.400		+9,6	90,0	5.760
9	**Rossmann**, Burgwedel	5.407		+7,6	90,0	4.866
10	**Globus**, St. Wendel	4.731		+3,0	67,0	3.170
11	**Bartels-Langness-Gruppe**, Kiel	3.889	*	+4,0	77,7	3.020
	Bartels-Langness, Kiel	2.275	*	+3,4	76,0	1.729
	Citti, Kiel	1.614		+4,8	80,0	1.291
12	**Transgourmet Deutschland**, Neu-Isenburg	3.160		+5,2	86,4	2.730
13	**Norma**, Nürnberg	3.127		+3,4	85,0	2.658
14	**M• üller**, Ulm	2.857		+2,7	41,0	1.171
15	**B• ünting**, Leer	2.070		+2,0	87,0	1.801
16	**Dohle-Gruppe**, Siegburg	1.407		-3,2	91,8	1.291
	Hit, Siegburg	1.232	*	-3,4	92,0	1.133
	• übrige Dohle-Mitglieder	175	*	-1,7	90,0	158
17	**Coop**, Kiel	1.276		-0,1	84,0	1.072
18	**Netto Nord**, Stavenhagen	1.203		+1,0	93,0	1.119
19	Tegut, Fulda[4)]	1.070		-0,6	80,0	856
20	**Fressnapf**, Krefeld	1.053		+4,1	70,0	737
21	**Dennree**, Töpen	810	*	+19,8	95,0	770
22	**Kaes**, Mauerstetten	769		+2,3	54,0	415

Rank	Company	Gross-Revenue 2014 in Mio. Euro		Change to 2013 in Prozent	% of Food 2014 in Prozent	Turnover Food** 2014 in Mio. Euro
23	**Alnatura**, Bickenbach	766		+15,5	95,0	728
24	**Handelshof**, Köln	**722**		+/-0	80,0	**578**
25	**Klaas + Kock**, Gronau	642	*	+1,1	85,0	546
26	**Wasgau**, Pirmasens	545		+0,9	90,0	491
27	**L• üning**, Rietberg	495		+4,0	88,0	436
28	**Budnikowsky**, Hamburg	474		+3,0	80,0	379
29	**Stroetmann**, Münster	438		n.v.	90,0	394
30	**Chefs Culinar West**, Weeze	350	*	+1,4	95,0	333

*Estimate Trade Dimensions
**Including Near-Food-Coommodities (Cleaning, Hygiene etc.)
Source: Trade Dimensions - March 2015

s

Number of retail outlets in Germany

Type of Outlet	2010	2012	2014
Supermarkets/Hypermarkets	16,693	16,667	16,280
Independent Food Stores	21,378	20,668	20,509
Discounters	15,487	15,804	15,615
Convenience Stores	888	981	1,039

Source: Euromonitor International

UK Trade
& Investment

03 CONTACTS

3.1 FOOD SECTOR CONTACT LIST

Introduction

Overall the German market offers good opportunities for UK exporters of consumer-oriented food products. However there are a number of challenges UK exporters must meet before exporting. Success in introducing food food products depends on market knowledge and personal contacts. Direct sales to Germany's leading retail companies is very difficult; however, it can be a desirable product-entry approach for a UK supplier. Due to their wide range of distribution, central buyers are generally flooded with offers from competing suppliers and they are usually not interested in taking on added responsibility of importing products directly. This is especially the case for new-to-market products, which may not comply with German requirements, food laws and packaging and labeling requirements. Retail buyers may only be interested in importing products directly if they are unique, possess some specific attribute, or offer significant advantages in terms of quality, price, or financial promotional support.

Each of Germany's leading retail groups has a different business structure, purchasing, and distribution system. Many of the leading retailers have multiple retail chains, often with various types of retail formats such as large hypermarkets, discount and small neighborhood stores, or perhaps beverage and/or delicatessen outlets. Large retailers purchasing departments may also be divided by retail format and, sometimes, by region. Fish is offered through many different channels and due the size of the German market the attached list of contacts cannot be one hundred percent complete. According to "Lebensmittelzeitung" there were 7034 adresses in the German market in connection with fish.

Discount Chains

Aldi Nord Einkauf GmbH & Co. oHG
Eckenbergstrasse 16
45307 Essen
Germany
Tel: +49 (0)201 85930
Fax: +49 (0)201 8593232
Website: www.aldi-nord.de

Date established:	1974
Staff employed:	25,855 in 2013 in Germany
Turnover:	EUR 11.50 bn in 2013 Group
Area covered:	Germany
Language:	Correspondence would be preferred in German.

DESCRIPTION OF COMPANY
The Aldi North group operates a chain of discount grocery supermarkets. It also deals in non-food products, selling special-offer items for restricted time periods. Buying is conducted in very large quantities. Aldi-Nord operates outlets in the northern part of Germany. They have expanded to Belgium, Holland, Luxemburg, France, Denmark, Spain, Poland and Portugal.

Aldi do not give out buyers' extension numbers or e-mail addresses. Initial approaches should be made by fax or normal mail.

Aldi Sued Einkauf GmbH & Co KG
Burgstrasse 37-39
45476 Mülheim
Germany
Tel: +49 (0)208 99270
Fax: +49 (0)208 9927250
Website: www.aldi-sued.de

Date established:	1974
Staff employed:	28,871 in 2013 in Germany
Turnover:	EUR 577.23m Group in 2013
Area covered:	Germany
Language:	Correspondence can be in English.

DESCRIPTION OF COMPANY
The Aldi South concern operates a chain of discount grocery supermarkets with some 1,800 outlets in western and south-western Germany. They also have outlets in Austria (430), Switzerland (150), Slovenia (65), Hungary (75), USA (1,150), Great Britain & Ireland (540) and Australia (270). The majority of their sales programme are private label products, both food and non-food. They also deal in non-food products, selling special-offer items for restricted time periods. Buying is conducted in very large quantities.

We were told that all information material/offers must be sent as hard copy and accompanied by a company profile.

The market share for ALDI SÜD and ALDI NORTH was 13.6% but decreased in 2015 due to fierce competition.

Netto Marken-Discount AG & Co.
Industriepark Ponholz 1
93142 Maxhütte-Haidhof
Germany

Tel:	(09471) 3200
Fax:	(09471) 320 149
Website:	www.netto-online.de

Date established:	1983
Staff employed:	70,000 in 2013
Turnover:	EUR 11.3bn in 2012
Area covered:	Germany
Language:	Correspondence can be in English.

DESCRIPTION OF COMPANY
Netto is a discount retail chain for food and non-food products. There are over 4,150 Netto outlets Germany wide. They offer over 4,000 articles for sale, many of which are private label products. Netto is part of the Edeka group but most buying, including that for private label products, is undertaken independently.

Norma Lebensmittelfilialbetrieb
Stiftung & Co. KG
Würzburger Str. 196/198
90766 Fürth
Germany
Tel: +49 (0)911 97390
Fax: +49 (0)911 9739 205
Website: http://www.norma-online.de

Date established: 1978
Staff employed: not divulged
Turnover: not divulged
Area covered: Germany, Austria, France, Czech Republic
Language: Correspondence preferred in German, English possible.

DESCRIPTION OF COMPANY
Norma is a discount retail chain for food and non-food products with some 1,400 outlets. They also carry food and non-food private label products.

Netto ApS & Co. KG
Preetzer Strasse 22
17153 Stavenhagen
Germany
Tel: +49 (0)39954 3600
Fax: +49 (0)39954 360199
E-Mail: sh@netto.de
Website: www.netto.de

Date established: 1992
Staff employed: 4,500
Turnover: EUR 1.083bn in 2014
Area covered: Germany
Language: Correspondence can be in English, German preferred.

DESCRIPTION OF COMPANY
This is a discount chain for food and non-food products. Since 2013 the German group has been 100% owned by Dansk Supermarket. Netto operates 340 outlets in Germany.

Lidl Stiftung & Co. KG
Stiftsbergstrasse 1
74167 Neckarsulm
Germany
Tel: +49 (0)7132 94-2000
Website: www.lidl.com

Date established:	1930
Staff employed:	110,000 in Germany
Turnover:	EUR 30.722 bn in 2014
Area covered:	Germany and Europe
Language:	Correspondence can be in English, German.

DESCRIPTION OF COMPANY
This is a discount chain for food and non-food products. They are owned by Schwarz Group and are among the top 10 German retailers. Kaufland also belongs to the same group.

Supermarket Chains

Edeka Zentrale AG & Co. KG
New-York-Ring 6
22297 Hamburg
Germany
Tel: +49 (0)40 6377-0
Fax: +49 (0)40 6377-2231
Website: www.edeka.de

Date established:	1907
Staff employed:	not divulged for this company
Turnover:	EUR 116m in 2013 & group EUR 47.2 bn in 2014
Area covered:	Germany
Language:	Correspondence can be in English.
Bankers:	Edeka-Bank AG, Hamburg

DESCRIPTION OF COMPANY
Edeka is the largest supermarket chain in Germany. The group currently has some 11,500 outlets throughout Germany where 336,000 people are employed. Most Edeka outlets are franchised but they do run a number of outlets themselves. The „Edeka Zentrale AG & Co. KG“ is in charge of strategic business development of the group.

REWE Zentrale AG
Domstrasse 20
50668 Köln
Germany

Tel:	+49 (0)221 1490
Fax:	+49 (0)221 1499000
Website:	www.rewe.de

Date established:	1927
Staff employed:	228,000+
Turnover:	EUR 37.2 bn in 2014 (Germany)
Area covered:	Germany
Language:	Correspondence can be in English.
Bankers:	Westdeutsche Landesbank Girozentrale, Köln

DESCRIPTION OF COMPANY
REWE operate from their headquarters in Cologne and run the largest retail grocery chain in Germany with over 10,185 shops and more than 228,000 employees. REWE also own the discounter PENNY Markt, the DIY chain Toom, cash & carry markets Fegro Selgros, as well as shares in several travel agencies, such as ITS and Tjaereborg.

Globus SB-Warenhaus Holding GmbH & Co. KG
Leipziger Strasse 8
66606 St. Wendel
Germany

Tel:	+49 (0)6851 90 90
Fax:	+49 (0)6851 90 96 00
Website:	www.globus.de

Date established:	1828
Staff employed:	17,000
Turnover:	EUR 5.549 bn in 2013 in Germany
Area covered:	Germany, Czech Republic, Luxemburg
Language:	Correspondence preferred in German.

DESCRIPTION OF COMPANY
Globus is a traditional family owned business and is one of the few independent supermarket chains in Germany. Globus has two logistics centres. They have 46 supermarket branches all over Germany and 90 DIY outlets. In addition to Germany they have 23 supermarkets in the Czech Republic and Russia and two DIY outlets in Luxembourg.

Tegut Vertrieb GmbH & Co. KG
Gerloser Weg 72
36039 Fulda
Germany

Tel:	+49 (0)661 104-0
Fax:	+49 (0)661 104496
Website:	www.tegut.com

Date established:	1947
Staff employed:	5,200 in 2014
Turnover:	EUR 970 m in 2014
Area covered:	central and southern Germany
Language:	Correspondence must be in English.

DESCRIPTION OF COMPANY
Tegut is a retail chain for food and non-food articles with some 290 outlets in central and southern Germany. It belongs to the Swiss MIGROS Group.

All offers to Tegut must be with net prices in EUR delivered free to their offices in Fulda. If any products offered to Tegut contain any genetically modified ingredients, these must be declared and must be approved in Germany.

K+K
Klaas & Kock B.V. & Co. KG
Ochtruper Strasse 165
48599 Gronau (Wesf.)
Germany

Tel:	+49 (0)2562 1801
Fax:	+49 (0)2562 25479
Website:	www.klaas-und-kock.de

Date established:	1950
Staff employed:	7,710
Turnover:	EUR 573.2 m in 2013
Area covered:	Northwestern Germany
Language:	Correspondence can be in English.

DESCRIPTION OF COMPANY
This is a retail chain for food and non-food articles. They have some 214 outlets, mainly in north western Germany, and carry some 18,000 articles including a small range of private label products.

Kaiser's Kaffee Geschäft AG

Wissollstrasse 5-43
45478 Mülheim
Germany

Tel:	+49 (0)208 37774531
Fax:	n/a
Website:	www.ktmh.de
Contact:	Herr Kühner, Buyer for private label sauces/seasonings

Date established:	1867
Staff employed:	20,377
Turnover:	EUR 2.5 bn in 2010
Area covered:	Germany
Language:	Correspondence can be in English.
Bankers:	Deutsche Bank AG, Viersen

DESCRIPTION OF COMPANY

This is a part of the Tengelmann Group with some 550 outlets. They sell food and non food articles throughout Germany. They have 3 private label ranges for low priced products, premium products and organic products. All purchasing is done through Kaiser's Kaffee. Other parts of the group are well-known chains like Kik (non-food). There are some 740 outlets throughout Germany.

Kaufland Warenhandel GmbH & Co. KG

Roetelstrasse 35
740172 Neckarsulm
Germany

Tel:	+49 (0) 7132 9400
Fax:	n/a
Website:	www.kaufland.de

E-Mail service@kaufland.de

Date established:	1930
Staff employed:	170,000
Turnover:	EUR 8.1 bn in 2010
Area covered:	Germany
Language:	Correspondence can be in English.
Bankers:	Commerzbank AG, Heilbronn

DESCRIPTION OF COMPANY

Kaufland is a part of the Schwarz Group. They have approximately 560 outlets throughout Germany. The company also has outlets in Poland, Slovakia, Croatia, Romania and Bulgaria. They carry several lines of private label products.

Lüning Handels-GmbH & Co. KG
Westerwieher Strasse 33
33397 Rietberg
Germany
Tel: +49 (0)5244 7050
Fax: +49 (0)5244 705145
Website: www.luening.de

Date established:	1853
Staff employed:	750
Turnover:	EUR 73m in 2014
Area covered:	northern Germany
Language:	Correspondence preferred in German, English possible.

DESCRIPTION OF COMPANY
Lüning is a retail chain for food and non-food products with some 28 outlets in northern Germany. They also have C+C outlets which service petrol station shops, independent food retailers and bulk customers like canteens etc. Lüning are affiliated to Edeka.

Tengelmann Warenhandelsgesellschaft Unternehmenszentrale
Wissollstrasse 5-43
D-45478 Muelheim/Ruhr, Germany
D-33397 Rietberg
Germany
Tel: +49 (0)208 58064
Fax: +49 (0)208 58066401
Website: www.tengelmann.de

DESCRIPTION OF COMPANY
The Tengelmann Group is a large retail chain for food and non-food products with some 4,256 branches in Germany. The group has 83,437 employees. Apart from Germany Tengelmann is active in 15 European countries. The turnover came to almost 11 bn Euros in 2011

Purchasing Organisations

Markant Handels- und Service GmbH
Hanns-Martin-Schleyer-Strasse 2
77656 Offenburg
Germany

Tel:	+49 (0)781 616-0 direct line 616327
Fax:	n/a
E-Mail:	info@de.markant.com
Website:	www.markant.de

Date established:	1987
Staff employed:	50
Turnover:	EUR 53m in 2014
Area covered:	Germany
Language:	Correspondence can be in English.

DESCRIPTION OF COMPANY
Markant is a purchasing organisation and commission agency dealing in a very wide range of food and non-food products. They are active on behalf of some 100 wholesalers and retailers with approx. 20,000 outlets altogether.

They purchase on behalf of retailers such as: Kaiser's Tengelmann, Konsum, V-Markt, Tegut as well as several others. Large chains such as Kaiser's Tengelmann also carry out their own purchasing. For smaller chains such as V-Markt all purchasing is done through Markant.

Cash + Carry

Metro AG
Metrostrasse 2
40235 Düsseldorf
Germany

Tel:	+49 (0)211 9691168
Fax:	+49 (0)211 9694901168
Website:	www.metro.de

Date established:	1966
Staff employed:	283,280 for the whole Group
Turnover:	EUR 67.3 bn in 2010
Area covered:	Germany
Language:	Correspondence can be in English.

DESCRIPTION OF COMPANY
Metro is the largest cash and carry business in the world. The group has subsidiaries around the world (Makro is the UK subsidiary). They also own the following retail chains: real and extra (food + non-food), Kaufhof (department stores), Praktiker (DIY) and Media Markt (brown and white goods, electronics). Buying for those companies is partly done independently.

The Flagship Department Store for Food

The KaDeWe Group GmbH
Katharina-Heinroth-Ufer 1
10787 Berlin
Germany
Tel: +49 (0)201 7271
Homepage: www.kartadt.de

Date established: 2011
Staff employed: 1,451 in all three stores
Turnover: EUR 336m in 2013

DESCRIPTION OF COMPANY
KaDeWe Berlin, Alsterhaus Hamburg and Oberpollinger in Munich are the flagship stores of the Karstadt department store chain. KaDeWe Berlin comparable to Harrods in London and claims to have the biggest food & delicatessen department in Europe.

Online shops

Lachskontor
F.L. Bodes Nachfolger GmbH & Co.KG
Bischofsnadel 1-2
28195 Bremen
Germany
Tel: +49 (0)421 5360896
Fax: +49 (0)421 5360897
E-Mail: info@lachskontor.de
Website: www.lachskontor.de

Date established: 2007
Staff employed: 22
Turnover: EUR 7.2m in 2014

DESCRIPTION OF COMPANY
The first fish online shop was founded by Markus Hoffmann in 1998. In July 2012 the business was handed over to Peter Koch Bode. Lachskontor supplies restaurants and private customers with fresh seafood.

Gourmantis
Michael Vetter
Neue Strasse 15 A
65520 Bad Camberg
Germany

Tel:	+49 (0)6434 9096736
Fax:	+49 (0)6434 9096738
E-Mail:	geniessen@gourmantis.de, michael.vetter@gourmantis.de
Website:	www.gourmantis.de

DESCRIPTION OF COMPANY
Gourmantis is a family enterprise and online shop for fine foods and delicatessens.

Dinses Culinarium Delikatessen Versand
Weihersgärten 26
35415 Pohlheim
Germany

Tel:	+49 (0)6004 9159600
Fax:	+49 (0)6004 9159602
E-Mail:	service@dinsesculinarium.de
Website:	www.dinsesculinarium.de

DESCRIPTION OF COMPANY
Dinses Culinarium, a fine food mail order company, was established by two passionate cooks. Germany's food magazine "Der Feinschmecker" identified Dinses Culinarium as one of the best fine food shopping outlets in Germany.

Köser Delikatessen Versand
An der Packhalle IX 18
27572 Bremerhaven
Germany

Tel:	+49 (0)471 979720
Fax:	+49 (0)471 979721
E-Mail:	info@koeser.com
Website:	www.koeser.com

DESCRIPTION OF COMPANY
Köser is a delicatessen family business established by two brothers. The main focus is on fresh produce. Köser supplies restaurants as well as private customers.

Other online shops:

Erich von Schach Versand
www.lachs.de
Specialise on fish out of sustainable sources

Meeres-Kost Wolfgang Behrmann
www.meereskost.de
Wholesaler, specialise in fresh fish and seafood

Seifarth Caviarvers
www.seifarth.de
Import fish and seafood from Alaska, Iran and France

Sylter Royal – Dittmeyer's Austern
www.sylter-royal.de
Supply oysters and mussels.

Thiele
www.fisch-thiele.de
Concentrate on smoked fish and marinades

Wildlachsversand Gobel
www.wildlachsversand.de
Supply fresh salmon, mainly from Ireland

Fisch Kalter
www.send-a-fish.de
Online shop and outlet in Wilhelmshafen for fresh fish, salads and herring

Fish importers, fish processing companies and big chains

All Fish Handelsgesellschaft mbH
www.all-fish.de
European wide frozen fish distributor

Andreas Simonsen GmbH
www.simonsengmbh.de
Well established fresh and frozen seafood importer

Dirk Abrahams GmbH
www.abrahams-gmbh.de
Family enterprise specialised in smoking fish

Ehresmann Feinkost-Vertrieb GmbH
www.schlemmerli.de
Well established family enterprise, fish is part of their product range

Femeg Produktions- und Vertriebs GmbH
www.femeg.de
Leading manufacturer of frozen fish and seafood

First Fimex GmbH
www.fimex-hamburg.de
Well-established fish and seafood import and export company

Fischmarkt Hamburg Altona
www.fischmarkt-hamburg.de
Famous Hamburg Fish Market

Frickel GmbH Co KG
www.frickel-tifa.de
Family enterprise supplying food including fish to the retailers, hotels and restaurants

Friedrich-Wilhelm Luebbert GmbH & Co.KG
www.luebbert.eu
Leading European fish distributor

FROSTA AG
www.frosta-ag.com
Market leader for frozen meals in Germany

Gottfried Friedrichs KG GmbH & Co
www.gottfried-friedrichs.de
Family enterprise, specialist in fish delicacies

Greenland Seafood Europe GmbH
www.greenlandseafood.eu
Modern fish processing company

Kagerer & Co
www.kagerer-seafood.de
Leading European Seafood importer

Karl Niehusen e.K
www.niehusen.de
Manufacturer of fish products

Laschinger Seafood GmbH
www.laschinger-seafood.eu
Seafood Group

Meeresfruechte GmbH
www.meeresfruechte.de
Fish retailer and restaurant

Nadler Feinkost
www.nadler.de
Leading manufacturer of salads and marinades

Norfisk Wismar GmbH
www.norfisk.de
Salmon delicatessen manufacturer and distributor

Otto Frank Import KG
www.ottofrank.de
One of the biggest food importers in Europe

Pickenpack Europe GmbH
www.pickenpack-europe.com
Major player in frozen seafood market

Rassau Seafood GmbH
www.rassau-seafood.de
Part of Towers Thompson Group, leading Seafood distributor

Stuehrk Delikatessen Import GmbH & Co.KG
www.stuehrkdelikatessen.de
Fish and seafood manufactuer

Venfisk GmbH
www.venfisk.de
Fish wholesaler

Product range and price

Hypermarkets, superstores and larger supermarkets, cash and carry's and most food halls of department stores have a fresh seafood counter. This applies in particular to northern and north eastern Germany but is more widespread now than some years ago

Fish and sea food like cod, sea bass, salmon, halibut, redfish, haddock are sold fresh, whereas fish products like herring, shrimps, crabs are mainly used for mayonnaise-based, chilled, ready to eat salads for convenience ranges. Formerly there was only a limited range of mainstream products available, whereas today there is a lot of choice.

Fish stocks are being depleted, resulting in a heavy dependence on aquaculture. This decreased supply has resulted in increased fish prices in Germany. Nevertheless, the demand for fish and seafood products is growing. It is important to note that foreign producers face the challenge of acquiring local marketing representation when attempting to enter the German food market.

Best practice

The top five retailers listed on the previous pages, in 2014, account for a large part of the total German food turnover. These five carry a wide range from previous brands up to value line private labels.

Best practice can usually be viewed in food halls of department stores such Kaufhof or Karstadt. The most attractive display is in the Karstadt flagship store, the KADEWE, in Berlin. Alternatively delicatessen chains like Dallmayr or Käfer, both are located in Munich, are examples of high standard. The fish counters in the big supermarkets and the METRO Group are an example of large choice and presentation.

Consumer Demographics and trends

Consumer segmentation by retailer is not very common in Germany. Today even world leading discounters like ALDI, which started as a shop for lower income groups, attracts all segments of the population.

Convenience stores take advantage of a trend towards ready-to-eat products and are increasing sales. An ongoing development within this channel is a decrease in independent stores but an increase in chain stores.

Basic expectations for German consumers are for high quality food products. However they are very price sensitive. Germans are devoted to their discounters and the country has the highest share of discounters in food retailing globally. This is one reason why margins at the retail level are so thin. Only in recent years has German classic retail started to develop new strategies and ways of winning back some of their lost customers from the discounters. This will be difficult as discounters have introduced gourmet, organic and fresh products into their range.

Another additional delivery route is home delivery services, dominated by Eismann and Bofrost, as well as specialised delicatessen stores, which are mostly privately owned and smaller. Internet food shopping is also a consideration and several supermarket chains are pursuing this approach and Amazon is thinking about it. On the other hand, traditional open markets are increasingly taking advantage of the popularity of locally produced fresh foods. Weekly markets can be found in nearly all German cities, though they play only a minor role in terms of sales. Most of them have several fish stands.

A key demographic factor in the future will be Germany's aging population, which is already ranked among the oldest in the world. Demand for convenience, health, wellness, and luxury foods, will continue to affect food retailing.

For sustainability in particular, major retailers and producers are increasingly requiring private certification. Unilever, for example, has pledged to purchase 100% 'sustainable' products by 2020 and is already making strong progress towards that goal.

Germany is increasingly dependent on supplies of bulk and intermediate products, like seafood, fresh produce etc, from other EU member states and third countries. Another reason why importers and food distributors turn to foreign markets is the search for unique products.

Alternative Channels for Seafood

As Germany's largest speciality market and supplier of fine foods "Frischeparadies", now part of the Swiss Transgourmet group (September 2015), offers a comprehensive selection of seafood. In 2014 turnover increased by 3.3% to € 180 million. Frischeparadies employs 600 people. They have 80 lorries to supply restaurants and other customers. Ambitious restaurateurs and private customers will find over 12,000 delicacies from more than 70 countries. Apart from 8 German locations Frischeparadies has 2 branches in Austria. Frischeparadies is also exporting to Denmark, Czech Republic, Poland, the Baltic States and Mallorca.

Website: www.frischeparadies.de

Nordsee is Europe's largest chain of seafood restaurants employing 5,200 people. In 2014, Nordsee had a total of 19 million customers in catering and retail sales generating 82 million customer transactions. The chain generated world wide sales revenues of €350 million (2014). As of 31 December 2014 Nordsee is present in : 380 locations (323 in Germany, 34 in Austria, 4 in Slovakia, 4 in Romania, 4 in Hungary, 4 in the Czech Republic, 1 in Dubai, 2 in Bulgaria, 3 in Switzerland, and 1 in Belgium. 110 branches have an added seafood and fresh fish counter.In these branch stores the focus is on retail commerce with fresh fish and fish delicacies, fine seafood, smoked fish, shellfish, and convenient take-out orders. Since 2001 Nordsee also operates a franchise model. Out of the 380 a total of 113 are run by franchise partners.

Website: www.nordsee.com

RUNGIS express AG is one of the biggest German trading companies for exclusive foods representing a well-known brand in the sector of first-class gastronomy for more than 30 years. The company is permanently expanding and since 2005 incorporated in the group of CCG Cool Chain Group Holding AG with its headquarter in Bremen. Various restaurants, traders of fine foods and hotels from Germany, other European countries and abroad order their specialities here. With CCG DE GmbH, a wholly owned subsidiary based in Frankfurt / Main (Germany), RUNGIS express AG runs its own freight forwarding company concentrating on temperature-controlled shipments of perishable goods. In addition, CCG DE GmbH offers a broad variety of services at all major airports in Germany, like import and export customs clearance, quality control, interim storage in IFS-standardised cold stores etc. The company is also committed to expand its nationwide distribution network to Europe in the near future. In October 2011 RUNGIS express AG founded a strategic alliance with the Swiss gastronomy supplier Fideco AG. Together they want to tackle the Swiss market with focused know-how. Petit RUNGIS express GmbH is a company which works exclusively for private customers. It offers passionate amateur cooks a broad choice of fresh foods and special delicacies. Their basic offer comprises a range of 3000 products coming from 60 countries from allover the world.

3.2 THE FOOD SERVICE CHANNEL

Food service establishments are also an important market for fish. They include restaurants, cafes, fast food outlets, hotels and other catering establishments such as bistros.

Consumer foodservice in Germany benefited from the relatively good performance of the economy. The German economy saw GDP growth in 2014 of 1.5%, which positively affected consumer food service sales. Following a strong recovery in 2014, consumers showed fairly high economic confidence in the first half of 2015 and were more likely to eat out in a restaurant. Consumer foodservice operators across different categories benefited from this development. According AGHZ, the catering online magazine (Allgemeine Hotel- und Gastronomiezeitung September 2015) 37 % of the Germans eat out one to two times per month. As many as 12% even eat out up to 3 times a week. According to the market research almost seven out of 10 Germans (68 Prozent) spent more than € 15 per capita per restaurant visit. Eating out is done with the family (84%), the partner (69%) or with a business partner (21%).

Full-service restaurants account for the largest proportion of total consumer food service sales, followed by fast food. Full-service restaurants are very much dominated by independent operators, while the leading international chains (McDonalds and Burger King) have a relatively strong position in fast food but are getting more competition from new chains such as Vapiano. In Germany in 2014, full-service restaurants were able to generate € 40.3 billion, making 2014 a very successful year .

In line with the trend during previous years, independent outlets lost further ground to chained outlets. Similarly, with respect to food service value sales, chained consumer food service out performed independent consumer food service in terms of growth. Domestic and international chains increasingly benefit from high popularity and customer loyalty, which allowed them to further expand across the country.

It is expected that the positive growth outlook for chained outlets will be at the cost of independent outlets. A sector supporting market growth in fish is the popularity of sushi. Many sushi restaurants and bistros opened up all over Germany.

As far as the competitive environment is concerned, chained street stalls/kiosks in Germany are to a large degree in the hand of franchisees of the different franchise operators. Apart from franchisees, SSP Deutschland GmbH is another important player in the category, whereby SSP’s outlets continued to be almost exclusively present in travel locations. Until 2016, retail value sales of street stalls/kiosks in Germany are expected to see a further small annual increase in constant value terms, so that in 2016 sales are expected to reach €1.5 billion, more than €60 million higher than in 2011. Both independent and chained operators are expected to contribute to this growth, which mirrors the fact that lifestyles will continue to see a constantly growing rate of mobility across most parts of the population.

However, restaurants, hotels and caterers are critical sales targets for fish and seafood wholesalers in Germany and they could potentially present higher levels of profits for the industry, because they are more prepared to pay premium prices for high-quality products in comparison to the price-sensitive retail sector.
(Source Euromonitor 2014)

For the best restaurants in Germany see www.deutschlandgourmet.info.

The 15 biggest restaurants in Germany according to the catering magazine AGHZ on 14 March 2015 are the following:

DIE GRÖSSTEN GASTRONOMIEUNTERNEHMEN 2014 IN DEUTSCHLAND

aus: AHGZ-Druckausgabe Nr. 2015/11 vom 14. März 2015

			Umsatz (ohne MwSt.) in Mio. Euro		Zahl der Betriebe	
Rang	Vorjahr	Unternehmen	2014	2013	2014	2013
1	1	McDonald's	3010,0*	3100,0*	1477*	1468
2	2	Burger King	830,0*	880,0*	695	696
3	3	LSG Lufthansa Service	790,0	753,0	12	15
4	4	Autobahn Tank & Rast	603,0*	600,0*	397	393
5	5	Nordsee	297,9	291,6	332	334
6	6	Yum! Restaurants	247,0	233,0	172	163
7	8	Subway	203,0*	192,0*	598	590
8	7	Aral	202,1	192,2	1133	1096

9	9	Ikea	191,0	180,0	49	46
10	11	Edeka	180,0*	170,0*	2000*	2000*
11	12	Vapiano	175,1	160,2	62	58
12	10	SSP	163,0	174,3	266	269
13	13	Block Gruppe	153,8	145,0	54	51
14	14	Starbucks	135,0*	130,0*	159	161
15	15	Joey's Pizza	135,0	128,1	209	210

3.3 KEY REGULATIONS AND TARIFFS

Being a member of the European Union, Germany follows the regulations of the Common Fisheries Policy (CFP).

Labelling, Packaging and recycling regulations

All foods sold in Germany must be safe. This applies to imported products as well. Additives must be approved residues in pesticides are banned. It should also be readily obvious from the label whether a food contains allergens. Food safety is under the responsibility of the Federal Ministry of Food, Agriculture and Consumer Protection (BMRLV). The BMRLV, and its public authorities, also ensure that risks are continuously assessed and the provisions and structures are constantly adapted to new scientific findings. Under Germany's Basic Law the German Länder (Federal States) are responsible for carrying out the official food checks. The responsible bodies for checking are food supervisory authorities located in the Federal Länder. The responsible authority is the authority at the importer's access location in Germany.

An importer can also apply to an officially appointed and sworn commercial chemist in order to clarify legal questions regarding the import of food. The addresses of commercial chemists can be obtained from the chambers of industry and commerce..The German customs authority also publishes a list of national and EU "prohibitions and restrictions that are to be complied with when importing food". Another relevant body for the seafood sector is the Bundesanstalt für Landwirtschaft und Ernährung (BLE) (www.ble.de). According to the German labelling law of 15th August 2002 the BLE is in charge of compiling and updating the fish trade list.

In order to improve consumer information in the common European fishing and aquaculture market (according to article 4 of the EU regulation Nr. 104/2000) the European Commission worked out the following regulations:EG Nr. L 17 S. 22, the operation procedures EG Nr. 2065/2001 and the fish product retail marketing regulations EG Nr. L 278. The essential information required is the following:

- species trade name,
- production method used (sea or freshwater, wild fish, farmed or cultivated/for aquaculture products),
- catch area (for products at sea a reference to areas/FAO zones, for products in fresh water a reference to the country of origin, for farmed products a reference to the country in which the product undergoes the final development stage).

In addition to the EU requirements producers can choose to give additional information such as nutritional elements.

Similar to the legislation in other EU countries the main elements of packaging, such as product description, weights, product ingredients, manufacturer's address and best before dates must all comply with German law and be written in German. The German labelling requirements for fishery and aquaculture products are explained in the following legal documents: "Fischetikettierungsgesetz – FischEtikettG" of 1st. August 2002 (BGBl. I, Nr. 55, S. 2980 vom 8. August 2002) and the „Verordnung zur Durchführung des Fischetikettierungsgesetzes (Fischetikettierungsverordnung-FischEtikettV) of 15th August 2002 (BGBl. I, Nr. 60, S. 3363 of 27th August 2002). For more information please click here. : In December 2014 a new update of the European Food regulations came into power.

Germany has historically been in the forefront of environmental protection and as mentioned in previous chapters of the report sustainability is key in the German market.

In order to avoid, or to reduce, the effects of packaging waste on the environment Germany passed the "Packaging Directive" which can be accessed on the website of the Ministry for the Environment, Nature Conservation and Nuclear Safety.

The Packaging Ordinance is aimed at manufacturers and distributors of sales packaging. According to the directive they are obliged to take back their packaging, send it for recycling and to provide proof of this. The same conditions apply for all sales packaging and all companies.

The Act for Promoting Closed Substance Cycle Waste Management and Ensuring Environmentally Compatible Waste Disposal entered into force in 1996. Based on this Act, the Federal government has issued a number of statutory ordinances and guidelines as well as voluntary agreements, containing requirements for waste supervision, transport licenses, specialised waste management companies and associations, waste management concepts, waste-life-cycle analysis and requirements for the disposal and recovery of wastes.

The economic agents affected, producers and distributors, have come together to set up a "Dual Disposal System", which operates alongside the existing public waste disposal arrangements. The Duales System Deutschland GmbH (DSD) organises the kerbside collection of waste packaging directly from private households, the sorting of this waste into material groups, and the recycling of these materials. The levying of charges, on a scale related to the type of packaging material used, is documented by the license label, the "Green Dot" ("Grüner Punkt"), which is printed on products. Since the introduction of the Green Dot System in 1993, more than 20 million tonnes of used packaging have been brought to recycling and the consumption of packaging per year has been reduced by about 1.3 million tonnes compared to 1991 levels.

Furthermore, the wishes and needs of the Federal Länder must also be considered. The Federal Länder enforce waste law together with the competent authorities and monitor the waste sector. Most legal provisions in the waste sector therefore require the consent of the Federal Länder in the Bundesrat

Organic certification requirements

In order to call a product organic, producers must first prove that 85% of all ingredients come from organic farming. More information is available here. (). In addition to this a product is always sent to market with a control identification number, as well as the name of the controlling body.

In addition to the EC mark there are about 100 bio and organic brands. Many retailers have their own organic brands and various certifications known in the German market such as: Biokreis, Bioland and others.

Consumers are more and more committed to the subject of sustainability when buying fish. The same applies to the government.

The Federal Government expressly supports the introduction of certification systems for sustainable fisheries, such as the Marine Stewardship Council. Fish having this certification sells better in the German market.

Tax on Food

Since Germany and the UK are both EU member states no tax is charged on food entering the German market. VAT applies as follows:

The standard VAT rate in Germany is 19%. For food and milk there is a reduced VAT rate of 7% (excluding beverages which have a tax of 19%). If seafood is consumed in restaurants the full VAT of 19% is applied. If the food is taken away 7% is applied.

3.4 SOURCES

Federal Ministry of Food, Agriculture and Consumer Protection
Fischinformationszentrum e.V.
Bundesverband des Deutschen Lebensmittelhandels, Fachverband der Fischfachhandel
Bundesmarktverband der Deutschen Fischwirtschaft e.V.
Bundesverband der Deutschen Fischindustrie
Deutscher Hochseefischerei Verband e.V.
Deutscher Fischereiverband
Warenverein der Hamburger Börse
Bund für Lebensmittelrecht und Lebensmittelkunde
Deutsche Gesellschaft für Ernährung
Deutsche Landwirtschaftsgesellschaft
Fischmarkt Bremerhaven
Fischmarkt Cuxhaven
Fischmarkt Hamburg-Altona
Gesellschaft für Ernährungsmedizin und Diätetik e.V.
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Stiftung Warentest
Verbraucherzentrale Bundesverband e. V.
Spiegelmagazin
Euromonitor

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04 UKTI, SDI, WG, INI CONTACTS

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