

Pressemitteilung:

Frozen food is booming!

Total sales exceed 4 million tonnes for the first time/Frozen Food remains on record course

Berlin, 12 April 2024: New records in total sales, in the out-of-home market and in per capita consumption of frozen products: These are the results of the latest 2023 sales statistics from the Deutsches Tiefkühlinstitut e. V. (**dti**), which annually reports sales of frozen products in Germany as a whole and broken down into the food retail/home services and out-of-home market sales markets.

Here are the most important results:

- **Total sales of frozen food** grew by 3.4 % to 4.043 million tonnes in 2023 (2022: 3.909 million tonnes), exceeding the four million tonne mark for the first time.
- **Sales in the out-of-home market** increased by 6.5 % to 2.061 million tonnes in 2023 (2022: 1.935 million tonnes), breaking through the two million tonne barrier for the first time.
- In the **food retail/home services sector**, frozen food sales grew by 0.4 % to 1.982 million tonnes in 2023 (2022: 1.974 million tonnes), 6.5 % higher than in the pre-coronavirus year 2019 (2019: 1.861 million tonnes).
- **Per capita consumption** of frozen food rose to a record level in 2023 of 49.4 kg (2022: 47.7 kg).
- **Consumption per household** grew by 3 kg to 99.4 kg in 2023 (2022: 96.4 kg).

These are **new record results** for frozen food in Germany!

"The frozen food category remained on course for success in 2023," summarises Sabine Eichner, **dti** Managing Director. "Despite the enormous challenges posed by the multiple crises, inflation and high energy costs, frozen food companies have succeeded in continuing to offer a highly attractive range that is winning over more and more consumers at home and in professional kitchens. Especially in these challenging times, the future-oriented frozen food category can fully capitalise on its many advantages and offer people solutions. The positive sales trend sends a clear signal in the food market, where other food categories are affected by declining trends. Frozen food products have a firm place in the shopping baskets of Germans."

Food retail/home services: frozen food sales stable at a high level

In the food retail/home services sector, frozen food sales grew by 0.4 % to 1.982 million tonnes in 2023 (2022: 1.974 million tonnes). Compared to the pre-coronavirus year 2019, sales increased by 6.5 % (2019: 1.861 million tonnes). This shows: The industry has been able to acquire and retain new customers during the pandemic. A key factor in this is the convenience advantage of frozen food, which is once again giving the market a major boost: While frozen products for self-cooking fell by 0.2 % in 2023, the ready-to-eat segment grew by 2.1 %. Frozen pizza, ready meals and snacks in particular were up. **dti** CEO Eichner: "The frozen food category is once again proving its relevance for modern nutrition: Consumers want fresh, healthy and high-quality food that supports them in their busy and mobile everyday lives."

Sales in the out-of-home market break the 2 million barrier

After the out-of-home market had already recorded a significant growth spurt in 2022, this momentum continued in 2023: Frozen food sales in the out-of-home market increased by 6.5 % to 2.061 million tonnes in 2023 (2022: 1.935 million tonnes), breaking through the two million tonne barrier for the first time. Frozen food has emerged stronger from the coronavirus pandemic: Compared to 2019, frozen food in the food service industry increased by 4.4 % compared to 2019 (1.973 million tonnes) and proved to be a growth driver. With a 51 % share of sales, the out-of-home sales market is once again more important than the food retail channel; the structural market shifts between the sales channels caused by the pandemic have been overcome.

The increase in sales was mainly due to the **breakfast & dessert segment**, which grew by 10.9 %. The baked goods product group (+11.4 %) provided the greatest impetus. While frozen products for self-cooking increased by 2.3 %, the ready-to-eat segment recorded twice as much growth - up 5.6 %. The pizza (+15.9 %) and vegetable (+12.4 %) product groups recorded particularly strong growth.

"Frozen food products fulfil the high demands of the catering trade in combination with costing and reliability," says **dti** Managing Director Sabine Eichner. "This is particularly true against the backdrop of the tense economic situation in many businesses, which is creating pressure to adapt in all segments of the out-of-home market and an increased demand for efficient methods of preparation – but which still leave enough room for creativity and individuality. Frozen products optimally combine these requirements and also reduce food waste. More and more professional chefs are recognising this."

Frozen Food sales continue to grow

Total Frozen Food sales increased by 18.7 % to EUR 22.017 billion in 2023 (2022: EUR 18.541 billion). In food retail/home services, frozen food sales rose by 14 % to EUR 11.64 billion (2022: EUR 10.22 billion). In the out-of-home market, frozen food sales increased by 24.6 % to EUR 10.37 billion (2022: EUR 8.33 billion). This development was driven by high inflation as a result of the enormous rise in energy, raw material, labour and logistics costs.

Background: the *dti* sales statistics

Every year since 1962, *dti* has surveyed the frozen food sales of frozen food companies in Germany in the previous year. The *dti* sales statistics are the only overview of the overall frozen food market in Germany that provides a complete picture of developments in the food retail/home services and out-of-home market (catering and communal catering) sales channels, broken down by product group. The data is collected by the *dti*, anonymised and published each spring on a company- and brand-neutral basis.

The German Frozen Food Institute (*dti*) is the interest representation and communication platform of the frozen food industry in Germany. *dti* organizes around 150 predominantly medium-sized companies from all parts of the frozen food chain, from industry to logistics and trade. The frozen food industry, with a total turnover of around 20 billion euros, is one of the most important branches of the food industry and supplies 80 million people with fresh, frozen food every day.

[Download *dti* sales statistics 2023](#)

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