

Press release:

dti Sales Statistics 2025: Frozen food continues to grow

Total sales up by 2.5 per cent / Per capita consumption rises to 51.6 kilograms

Berlin, 23. April 2026. The growth trend for frozen food products continues. This is shown by the 2025 sales statistics from the German Frozen Food Institute (dti), which annually reports on the sales of frozen food products in Germany as a whole and broken down into into retail/home services and out-of-home market sales markets.

- **Total sales** of frozen food grew again in 2025, rising by 2.5 per cent to 4.238 million tonnes (2024: 4.137 million tonnes).
- In **retail/home services sector**, frozen food sales grew by 2.7 per cent in 2025 to 2.070 million tonnes (2024: 2.017 million tonnes).
- Sales in the **out-of-home market** increased by 2.3 per cent in 2025 to 2.168 million tonnes (2024: 2.12 million tonnes).
- **Per capita consumption** of frozen food rose again in 2025 to a record high of 51.6 kg (2024: 50.8 kg*).
- **Consumption per household** now stands at 103.8 kg in 2025 (2024: 101.9 kg*) – an increase of 1.9 kg.

These are **yet another set of record results** for frozen food in Germany!

“In 2025, the frozen food market once again held its own despite the continuing economic and consumer challenges,” says Sabine Eichner, Managing Director of the dti. “However, there are clear shifts in consumer behaviour: the trend is towards increased eating at home. This development tends to benefit sales in the retail/home services sector, whilst decreasing the upward trend in catering sales. Overall, the importance of fresh-frozen foods in Germany continues to grow, both as a key support for everyday home cooking and in addressing the major challenges facing the catering and communal catering sectors.”

Food retail/home services: 2.7 per cent increase in sales

In the food retail/home delivery channel, frozen food sales rose by 2.7 per cent in 2025 to 2.070 million tonnes (2024: 2.017 million tonnes).

Frozen products for home cooking recorded growth of 1.8 per cent in 2025. Hence, they remain below the growth in the Breakfast & Dessert (+4.9 per cent) and Ready to Eat (+2.9 per cent) segments.

- Within the 'Cook at Home' category, the frozen vegetables segment declined (-0.8 per cent compared to 2024). Yet, fish (+5.0 per cent), potato products (+2.5 per cent) and meat (+1.0 per cent) recorded growth. In the case of meat, however, the growth stems exclusively from poultry, which is currently trending as a healthy and affordable source of protein
- In the Ready-to-Eat product group, ready meals in particular saw strong growth of 4.7 per cent compared to 2024.
- Plant-based alternative products stagnated in 2025 at the previous year's level and continue to face difficulties.
- Frozen baked goods showed strong growth of 3.9 per cent following the slump in 2024. This was driven primarily by frozen bread and rolls, which grew strongly by 6.8 per cent.
- The small frozen fruit category was the growth champion in 2025: it grew once again by 12.0 per cent.

dti managing Director Eichner: "The reluctance to spend in the catering sector is reflected in increased sales in food retail/home services: home dining, particularly with ready meals, has continued to grow. The increasing use of air fryers in private households is also having a positive impact, opening up new potential for many frozen food segments, according to our Frozen Food Trend Barometer from June 2025 people in Germany prepare frozen products using an air fryer. Yet, the ongoing crisis-ridden global situation is having a negative impact, with serious consequences for supply chains and energy prices, and it is severely affecting consumer confidence in Germany. At 18.7 per cent in December 2025, the propensity to save was, according to YouGov, as high as it was during the 2008 financial crisis; households' reluctance to buy and spend is noticeable across the entire consumer sector.

Despite this challenging environment, sales of frozen foods in the food retail and home services sectors held up very well. In 2025, too, frozen products once again impressively underlined their great significance for the retail sector as a key category for fresh, convenience and stockpiling goods. Consumers continue to value the valuable contribution made by frozen foods to an enjoyable, uncomplicated, healthy and affordable diet."

Out-of-home market: growth, but still under pressure

Sales in the out-of-home market also continued to grow in 2025: they rose by 2.3 per cent to 2.168 million tonnes (2024: 2.120 million tonnes). As a result, the AHM sales channel accounted for a slightly lower share of 51.2 per cent of total sales than in the previous year.

- The Ready to Eat segment saw particularly strong growth of 9.0 per cent. Of particular note is the double-digit growth in snacks, at 14.7 per cent. Frozen pizza grew by 6.9 per cent and frozen alternative products (plant-based) by 5.5 per cent.
- In the ready-to-cook frozen food segment, the trend in 2025 was slightly negative, with a 0.6 per cent decline in sales. Meat products fell by 6.0 per cent, as did seafood (-7.5 per cent) and fish dishes (-5.0 per cent). However, growth was seen primarily in fish fingers (+17.0 per cent), but also in poultry (+9.5 per cent) and game (+7.3 per cent).
- In the Breakfast & Dessert segment, the industry recorded slight growth of 1.6 per cent in 2025. The most significant sub-category, baked goods, grew by 1.7 per cent.

“2025 was another difficult year for the catering industry, which continued to face significant cost pressures and had to adapt to new daily routines,” says dti Managing Director Sabine Eichner. According to market research institute Circana, strong price sensitivity, trading-down, and the growing importance of takeaway options and convenience products were the key drivers in 2025. Eichner: “The spending restraint of many households, a shortage of skilled staff and rising costs are creating pressure to adapt across all segments of the catering industry. There is therefore particular demand for labour-saving and cost-effective solutions for preparing dishes and more efficient processes. Frozen products can continue to score highly with professional users thanks to their numerous advantages, as demonstrated by the dti sales statistics and the ongoing success of frozen foods in the out-of-home market too.”

Frozen food sales continue to grow

Total frozen food sales rose by 4.5 per cent in 2025 to 23.612 billion euros (2024: 22.601 billion euros). This is due to higher wages and increased costs for energy, packaging and raw materials. Frozen food turnover in the food retail/hypermarket sales channel rose by 4.7 per cent to 12.314 billion euros (2024: 11.766 billion euros). Turnover from frozen products in the AHM reached 11.298 billion euros in 2025 (2024: 10.835 billion euros), representing an increase of 4.3 per cent. Here too, cost increases had to be passed on to customers.

Background: the dti sales statistics

Since 1962, the dti has been collecting data on frozen food sales in Germany from frozen food companies. The dti sales statistics are the only overview of the entire frozen food market in Germany that trends in the food retail/home services sector and the out-of-home market (catering and communal catering) comprehensively and by product group. The data is collected by the dti, processed anonymously and published each spring in a company- and brand-neutral format.

Frozen products have long been an established and popular part of daily food shopping: 62 per cent of those surveyed in the Frozen Food Trend Barometer at the end of January 2026 by the market research institute Innofact use them at least several times a month. Consumers most frequently choose frozen vegetables and herbs (76 per cent of users), frozen fish (62 per cent) and frozen potato products (55 per cent). In 2025, per capita consumption of frozen products in Germany rose to a record 51.6 kg according to dti sales statistics – that is 15 frozen pizzas and 30 fish fingers per person. This makes Germany one of the world's leading markets for frozen food sales.

This press release as well as infographics for free, can be found at www.tiefkuehlkost.de

On the page „[Tiefkühlprodukte – Frische Vielfalt, unbeschwerter Genuss](#)“ consumers will find information and answers to frequently asked questions about frozen foods.

* The per capita consumption figure of 50.0 kilograms originally reported for 2024 had to be corrected to 50.8 kilograms due to the revised data in the population statistics. The population of Germany stood at 82.1 million in 2025. The figure for consumption per household in 2024 also had to be adjusted to reflect the revised household data. It stood at 101,1 kilograms. The number of households in Germany stood at 40.8 million in 2025.

The German Frozen Food Institute (dti) is the representative body and communication platform for the frozen food industry in Germany and as an umbrella organization represents over 150 predominantly medium-sized companies from all parts of the frozen food supply chain, ranging from manufacturing to logistics and retail. The frozen food industry, with a total turnover of 23 billion euros, is one of the most important sectors of the food industry; it supplies over 82 million people in Germany daily with fresh, frozen food and is a key supplier to the retail sector, the catering and communal catering. In 2025, per capita consumption of frozen products in Germany rose to a high of 51,6 kg, according to the dti sales statistics. Total sales in 2025 stood at over four million tonnes.

Contact:

Deutsches Tiefkühlinstitut e. V. (dti)

Nina Kollas

Phone.: +49 (0)30 280 93 62-12

E-Mail: kollas@tiefkuehlkost.de

www.tiefkuehlkost.de