

Press Release:

Frozen Food Continues on Record Course

Per capita consumption reaches 50 kilograms for the first time / Retail sales break the mark of two million tons

Berlin, April 11, 2025: In the anniversary year "70 years of frozen food in Germany," the frozen food industry is celebrating new sales records across the overall market, in retail, as well as in consumption per household and per capita consumption of frozen products. This is reflected in the sales statistics for 2024 from the German Frozen Food Institute (dti), which tracks the sales of frozen products in Germany, both overall and broken down by sales markets: food retail/home services (LEH/HD) and the out-of-home market (AHM). For the first time, the 2024 sales statistics include the new product category "Frozen alternative products (plant-based)."

- **Total sales** of frozen foods grew by 2.3% to a volume of 4.137 million tons in 2024 (2023: 4.043 million tons).
- In the **LEH/HD** segment, frozen food sales grew by 1.7% to 2.017 million tons in 2024 (2023: 1.982 million tons), breaking through the two-million-ton threshold for the first time.
- **Per capita consumption** of frozen food rose to a record level of 50 kg in 2024 (2023: 49.4 kg).
- **Consumption per household** surpassed the 100 kilogram mark for the first time in 2024, now standing at 101.1 kg (2023: 99.4 kg), an increase of 1.7 kilograms.
- **Sales in the out-of-home market** increased by 2.9% in 2024 to 2.12 million tons (2023: 2.061 million tons).

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

"Frozen food will continue to thrive in 2024, despite the challenging economic environment," concludes Sabine Eichner, Managing Director of the dti. "In the anniversary year '70 years of frozen food in Germany,' the category once again demonstrates its relevance in providing a tasty, fresh, and affordable food supply. Thanks to the natural power of cold, frozen products are fresher than fresh and, above all, time-saving and easy to prepare. They support people in their everyday lives, allowing them time for socializing and carefree enjoyment. Frozen products also meet the high demands of the catering industry, which values their cost certainty and success."

Food Retail/Home Services: Frozen Food Sales Break the 2 Million Barrier

In the food retail/home services sector, frozen food sales rose by 1.7% to 2.017 million tons in 2024 (2023: 1.982 million tons). High convenience remains in high demand: while frozen products for do-it-yourself cooking grew by just 0.4%, the ready-to-eat segment and ready meals continued their positive trend with an increase of 4.2%. As in 2023, frozen pizza, ready meals, and snacks were the main growth drivers. The still relatively young sub-category "Frozen alternative products (plant-based)", which was included in the dti sales statistics for the first time in 2024, experienced a small decline of 2.9%. These products include fish and meat alternatives as well as plant-based dishes. Eichner comments: "The frozen food category has further strengthened its position in the trade. Consumers are looking for fresh, quick-to-prepare food that fits into their everyday lives. Frozen products are the perfect solution, and more consumers are appreciating them."

Sales in the Out-of-Home Market Continue Positive Trend

The positive trend in the out-of-home market also continued in 2024: frozen food sales increased by 2.9% to 2.12 million tons (2023: 2.061 million tons). All three sub-segments—home cooking, ready meals, and breakfast & dessert—showed growth in 2024. In terms of average volume growth, the "Fix & Ready" segment led with an increase of 3.9%. Particularly noteworthy is the double-digit growth in "frozen alternative products (plant-based)," which grew by 17.8%. Potato products, especially French fries, were also highly popular, growing by 5.6%. Frozen fish declined significantly (-4.7%), while meat grew slightly by 0.6%. This market development aligns with the results of the new dti study "Nutrition 3.0 - Community catering between staff shortages and a nutritional turnaround," which indicates that 97% of establishments have already introduced a vegetarian menu line. Eichner states: "Rising costs, the ongoing shortage of skilled workers, and declining visitor numbers in a tough economic climate pose major challenges, especially for businesses in the catering industry. To implement convincing, sustainable nutrition concepts, businesses need solutions that are both economically viable and taste convincing. This creates strong momentum for high-quality frozen food that can be used flexibly and cost-effectively."

Frozen Food Sales Continue to Grow

Total sales increased by 2.7% to EUR 22.601 billion in 2024 (2023: EUR 22.017 billion). In the LEH/HD segment, sales grew by 1.1% to EUR 11.77 billion (2023: EUR 11.64 billion). In the out-of-home market, sales increased by 4.4% to EUR 10.84 billion (2023: EUR 10.37 billion).

2025: 70 Years of Frozen Food in Germany

Frozen food products have been available in Germany for 70 years. At the Anuga food fair in Cologne in 1955, frozen food products were presented for the first time. Whereas average consumption in 1960 was 800 grams per person per year, it has now reached 50 kilograms of frozen food according to the dti sales statistics for 2024. Frozen spinach and frozen soup vegetables were particularly popular in the early years. Today, retailers offer around 11,000 items according to the YouGov Shopper Panel 2024. 96% of all households bought frozen products in 2024, according to YouGov.

Background: The dti Sales Statistics

The dti has been collecting frozen food sales data from companies in Germany since 1962. The dti sales statistics provide the only comprehensive overview of the frozen food market in Germany, showing developments in the food retail/home delivery and out-of-home market (gastronomy and communal catering) both overall and by product groups. The data is collected, processed anonymously, and published each spring on a company- and brand-neutral basis.

The German Frozen Food Institute (dti) represents the interests and communication platform of the frozen food industry in Germany and, as the umbrella organization, represents around 150 predominantly medium-sized companies across the entire frozen food chain, from industry to logistics and trade. With a total turnover of around EUR 23 billion, the frozen food industry is one of the most important sectors of the food industry, supplying over 80 million people with fresh, frozen food every day. In 2024, per capita consumption of frozen products in Germany rose to a record high of 50 kg. Total sales in 2024 exceeded four million tons. According to GfK, consumers purchased more than 11,000 different frozen food products in 2024. Germany is the third-largest economy in the world and the most important sales market for frozen products in Europe.

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