



Bigger and more efficient – structural change in the butchers' trade

Frankfurt am Main, 2 May 2019. The trend towards bigger and more efficient businesses in the butchers' trade has continued this year. The average number of workers in an artisan butcher's business has risen latterly to 11.7 persons. At the end of 2017 this figure had been only 11.4. Average sales revenue per business has also risen, latterly from € 1.38 to 1.42 million a year, even if overall sales revenue for the industry has declined slightly, by 0.9 percent. Thus the average butcher's business is continuing to do good trade, but as a whole is working at very high capacity. Quite often the lack of qualified staff even acts as a brake on the growth of individual businesses.

To meet these challenges, the German Butchers' Association (Deutscher Fleischerverband - DFV) envisages two strategies. In the first place, ever more intensive efforts must be made to recruit suitable staff. In this respect the butchers' trade suffers from strong competition, made tougher by general population trends. The fact is, though, that businesses in the butchers' trade which face this competition and present themselves as attractive trainers and employers have significantly fewer problems in getting good staff.

As the German Butchers' Association sees it, digital change also offers opportunities which will increasingly involve businesses in the butchers' trade, too. It will be possible to compensate shortage of staff through the use of new technologies. The potential applications are wide-ranging, from training and further training, to resource planning, to sales – much potential for efficiency, as yet unexploited, is available for use. In the view of the association's representatives, however, it is important that the unique selling points of the butchers' trade should remain to differentiate it from its competitors in trade and industry.