

Businesses – workers – sales revenues – latest facts and figures for the German butchers' trade

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Businesses

Market statistics for the German butchers' trade at the end of 2018 registered 19,667 fixed shopping-street sales outlets. This figure is composed of 11,917 businesses run independently by master butchers themselves and 7,750 further sales outlets, run as branches along with main shops.

To these fixed shopping-street businesses and branches must be added around 5,000 mobile sales outlets in the butchers' trade.

The year 2018 saw 1,049 businesses close, while 606 new businesses were founded. Of these, 281 were genuine start-ups, and 323 comprised changes to the traders running already existing businesses. This means that the number of independent business fell by 443.

Those business which remain in the market are getting bigger. The average number of workers per business rose from 11.4 (2017) to 11.7 persons.

Workers

According to provisional calculations, the number of workers in the butchers' trade fell further in 2018 by 1.1 percent to 139,750. When this figure is compared with real growth in sales revenues, it is possible to see the increase in capacity utilisation among businesses.

Sales revenues

According to provisional calculations, sales revenues for the industry fell slightly in 2018 compared with the previous year by 0.9 percent, to € 16,891 billion. This was mainly caused by loss of sales during the long hot period in the summer.

Average growth in sales revenues per business – € 1.42 billion in 2018, compared with € 1.38 billion in 2017 – is continuing, however.

Meat consumption growing

Provisional figures for meat consumption per head in 2018 show once again a marginal rise of 100 g to 60.1 kg. The two previous years were still reporting a joint decline of 1 kg (source: AMI, BLE, Destatis).

In detail this means: beef and veal 9.7 kg (- 300 g), pork 35.7 kg (- 400 g), mutton and goat 0.6 kg (+/- 0) and poultry 13.2 kg (+ 800 g). The significant rise in poultry meat is particularly striking, while average consumption of pork is on a downward trend, in the wake of socio-demographic changes in the growing population.