



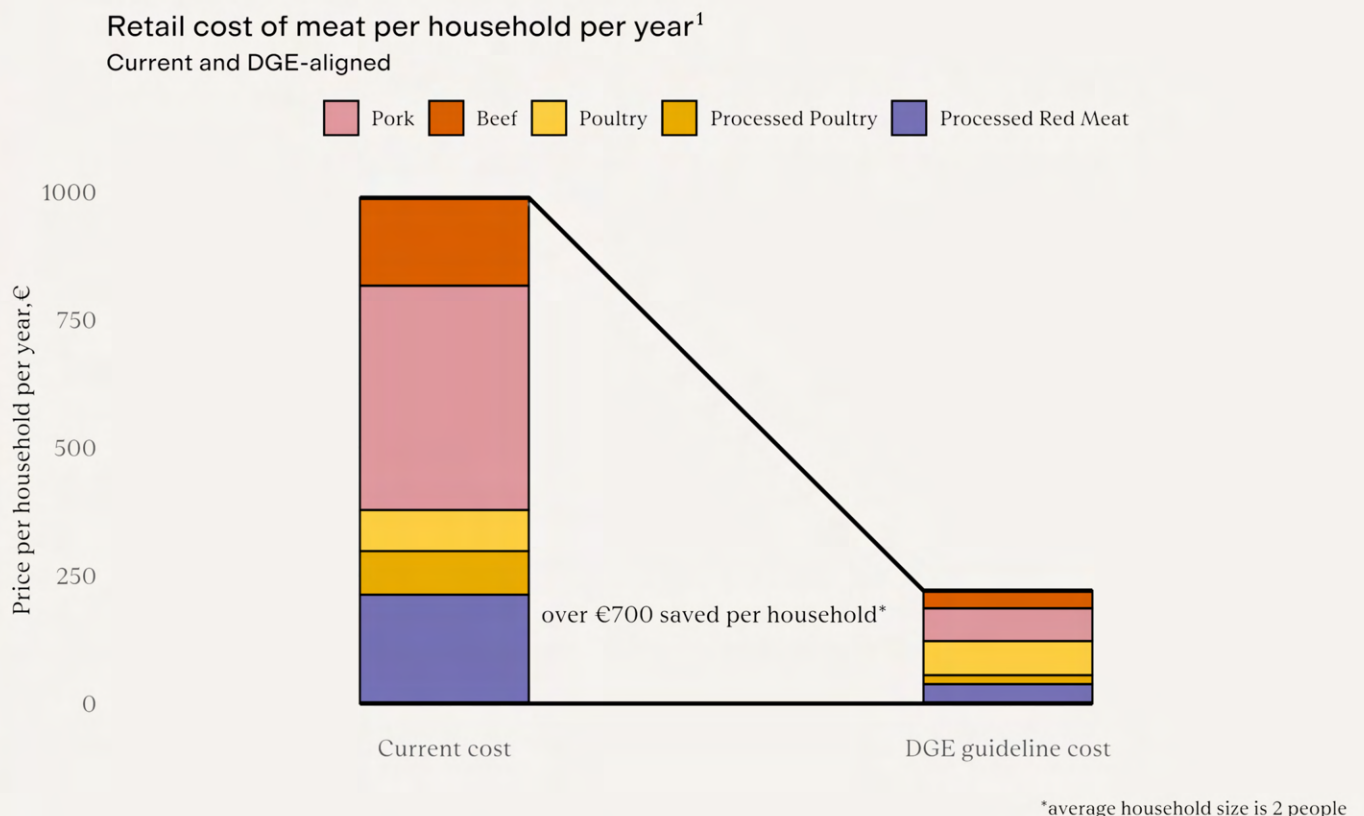
Germans could save hundreds of Euros on meat by following healthy diet guidelines

A Germany Briefing prepared by Madre Brava

Briefing: Germans could save hundreds of Euros on meat by following healthy diet guidelines

New data from Euromonitor, analysed by Madre Brava, show that meat prices in Germany have skyrocketed, while prices for plant proteins have stabilised or even dropped. This makes a healthy diet with more plant proteins the most economical option for Germans.

Mapping this price data against recommended meat consumption from the German Nutrition Society (DGE) shows a household of two people would save, according to calculations by Madre Brava, more than €700 on their meat shop in one year if they followed the healthy eating guidance.



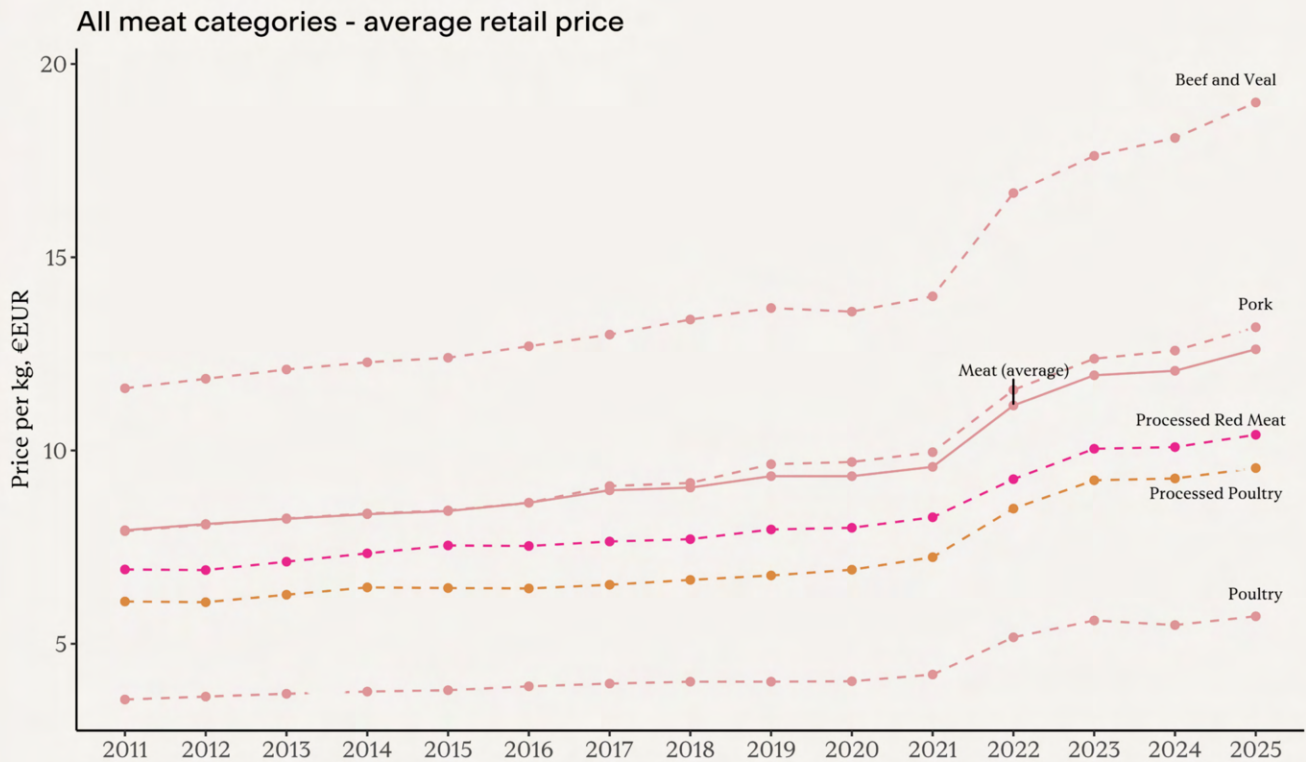
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Meat prices rise faster than rent

In the past five years alone, the price of bratwurst, salami, and other red meat has increased by over 25%. In 2021, 1kg of these products cost, on average, €8.27, while by the end of 2025, the price had risen to €10.41.

Since 2011, the price per kg has increased by €3.49, or more than 50%. Over the same period, the housing rent index has risen by 23.6%, so meat has increased at twice the rate of the average rent.

The price of processed poultry has risen just as sharply - by 57% since 2011. It increased by €2.31 per kg between 2021 and 2025. The price per kg was €7.24 in 2021, it rose to €9.55 by the end of 2025.



Source: Euromonitor International, Staple Foods, Industry Edition 2025¹



madre brava

According to figures from the meat industry, Germans ate an average of almost 16.7kg of processed cooked sausages, frankfurters, bratwurst, and charcuterie annually in 2023, along with 8.3kg of other types of sausage. This equates to an average daily consumption of 68.4g of processed meat.

Scientists estimate that 50g of processed meat per day increases the risk of colorectal cancer by 18%. The WHO has classified processed meat as carcinogenic.

The DGE recommends in its food-related dietary guidelines that only 9g of processed meat should be consumed daily, with a total of 53g of meat (poultry, red meat, and processed meat) per person. On average, Germans still consume too much unhealthy meat, which is not only bad for their health but also their bank balance.

However, the data analysed by Euromonitor show the volume of retail sales of meat (including fresh and processed) decreased from 3.99 million tonnes in 2019 to 3.7 in 2025, an almost 8% decrease.

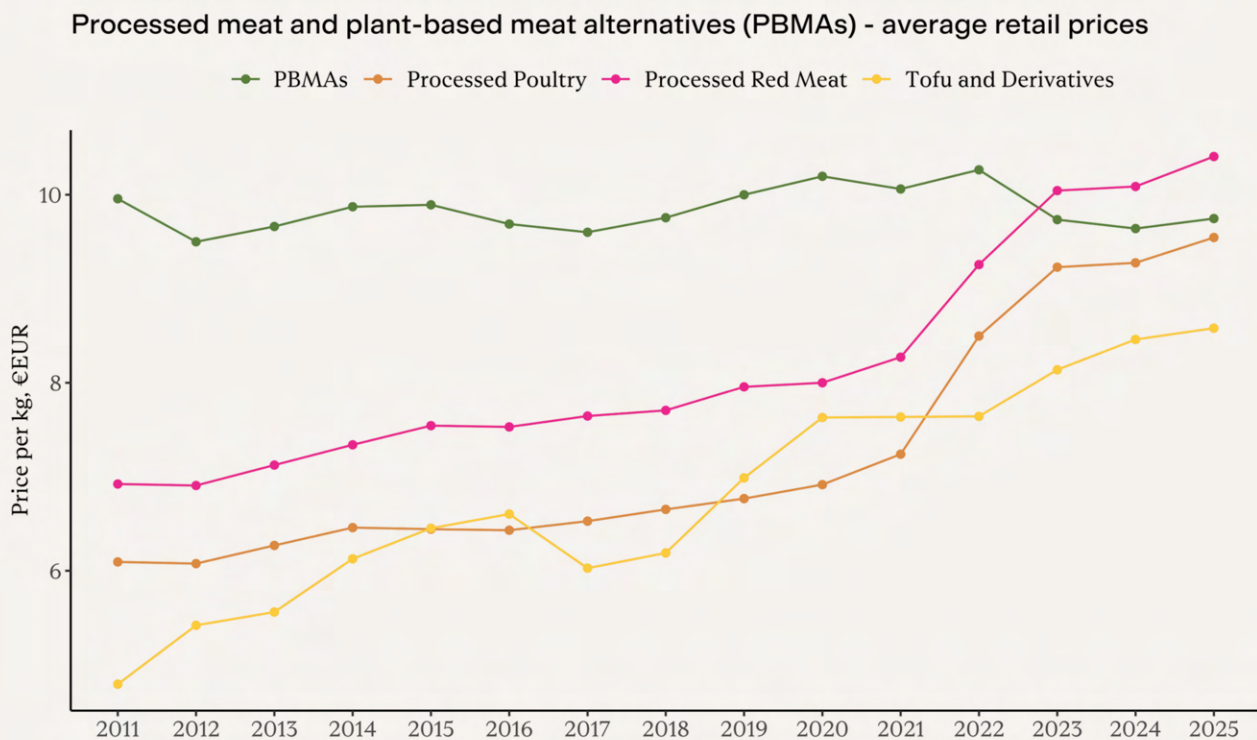
In Germany, men in lower income groups consume the highest proportion of meat. This makes them particularly vulnerable to rising meat prices. On the one hand, they consume more, and on the other, the price increase represents a significantly greater burden on their already limited budgets.

By shifting from current consumption to the German Nutrition Society's (DGE) recommended levels, a two person household in Germany could save over 700 euros per year on meat.

Germans are choosing healthier alternatives

The Euromonitor data also show that the alternatives to meat have become cheaper.

While plant-based meat alternatives (PBMA)s cost €10.06 per kg, on average, at the beginning of 2021, they have been cheaper than processed meat, on average, since the end of 2025, at €9.75 per kg.



Source: Euromonitor International, Staple Foods, Industry Edition 2025¹

An evaluation of the available studies by the DGE showed that PBMA)s are significantly healthier and safer than the animal-based original and also than other highly processed foods. The DGE confirms that substitute products are often characterised by more fibre and less saturated fat. Current research suggests that a significantly higher consumption of plant-based alternatives has positive effects on health. Thanks to their ease of use and comparable taste, they offer an easy entry point for anyone who wants to shop more affordably and healthily without sacrificing flavour.

Germans are choosing healthier alternatives

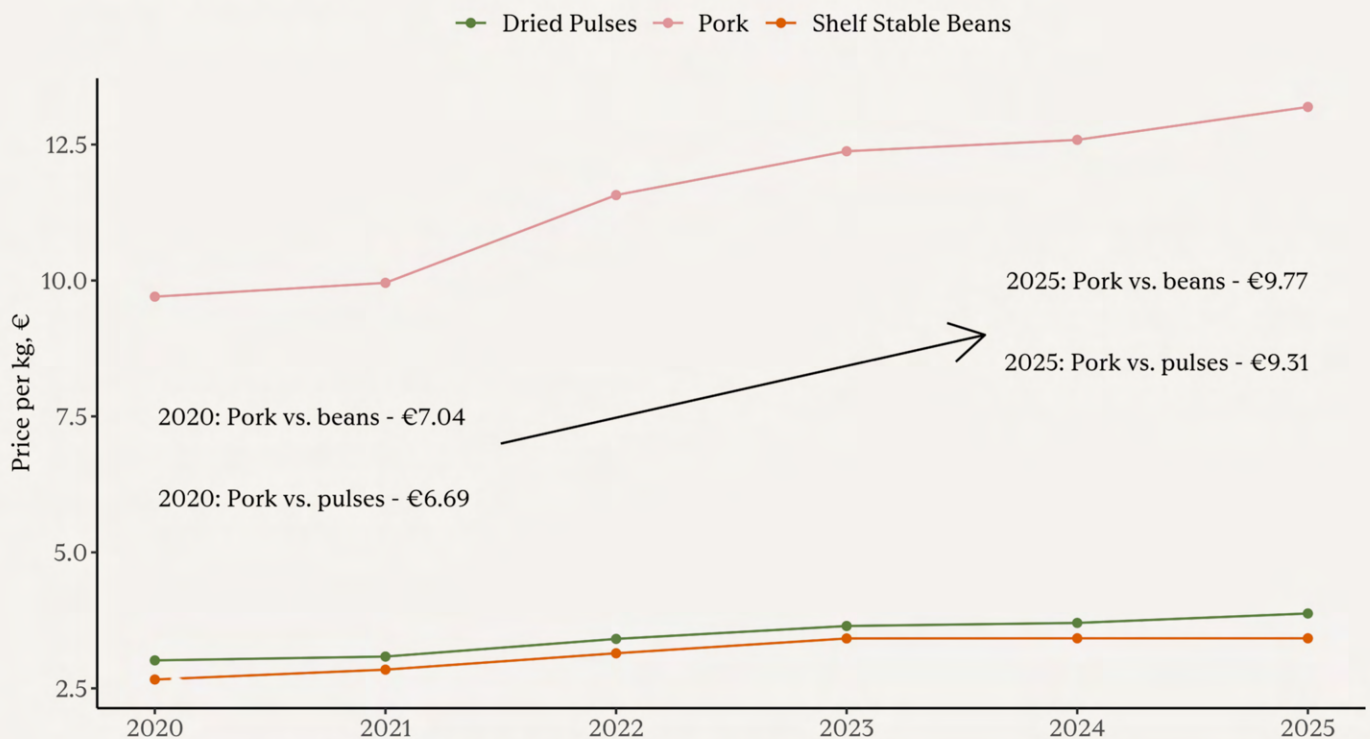
Those who eat legumes and pulses, the classic superfoods, save on their grocery shopping, as these naturally combine protein, fibre, and vitamins. The price of these plant-based alternatives, such as legumes and beans, has only increased by €0.58 for canned or jarred beans, and €0.80 for dried pulses between 2021 and 2025. According to data from the DGE, they contain up to 15g of protein per 100g, fibre, and vitamins B1, B6, folate, and the minerals iron, magnesium, and zinc, with less saturated fat, thus contributing to a healthy diet.

At the same time, they are easy on the wallet. The price difference between pork and beans has increased by €2.73 per kilo since 2020. With a price difference of around €10 per kilo, the healthy alternatives are clearly cheaper.

As meat prices have shot up, the consumption of meat alternatives has risen. Consumption in the food retail sector was 62,000 tonnes in 2021 and is projected to reach 88,500 tonnes by the end of 2025. This represents an increase of 43% over the same period.

Germans are choosing healthier alternatives

Pork to Pulses Gap



Source: Euromonitor International, Staple Foods, Industry Edition 2025¹

The new shopping habits of Germans are increasingly being supported by retailers. For example, the discount supermarket Lidl lowered the prices of its own-brand Vemondo plant-based products as early as 2023 to bring them in line with those of its animal-based products.

Supermarkets Rewe and Edeka are offering an ever-expanding range of plant-based products and regional foods to support consumers in their new consumption habits. Aldi-Süd, among others, [explains on its website](#) how plant-based proteins can be integrated into everyday life.

Meat prices continue to rise

Global warming is further driving up food price inflation.

Hotter summers and recurring heatwaves put a strain on animal food production. Animals eat less, grow more slowly, and consequently, production decreases, which can lead to an increase in the price per kilogram if producers are not able to absorb it.

Animal food production is heavily dependent on the production of animal feed (soy, corn, wheat, oat). Climate change increases the risk of floods and droughts, and crop failures can cause further volatile price increases for animal feed, which are then reflected in the final price.

Rising temperatures will make it significantly more expensive for farmers to provide adequate cooling to maintain the required operating temperatures, potentially leading to higher investment costs that will then be reflected in the final price.

Climate change can lead to further diseases in animal food production, requiring additional medication or resulting in herd destruction, which can also cause short-term price spikes.

Meat prices continue to rise



The unpredictable effects of climate change can trigger insurance claims that are either uninsured or cause insurance costs to skyrocket. These losses can also lead to price increases.

Shifting to the dietary recommendations of the DGE that are aligned with the planetary health diet, Germans can be in better health, save money and help the environment.

Retailers can accelerate their support for this in offering more plant-based products, increased promotion and setting clear industry-wide targets, especially for protein-rich foods, to align with the planetary-health diet.