

DIGITAL & TRENDS

Fair trade in Germany

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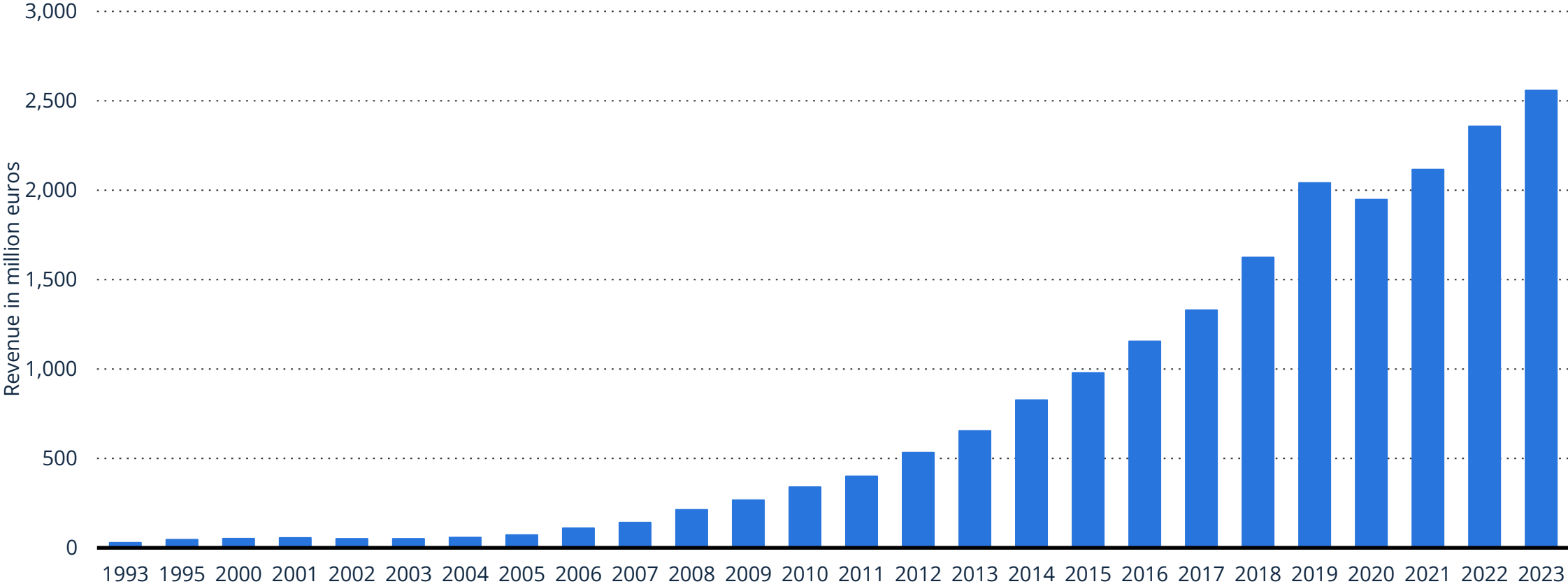
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CHAPTER 01

Overview

Revenue from fair trade products in Germany from 1993 to 2023 (in million euros)

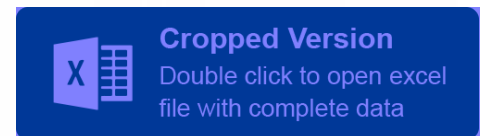
Fair trade product sales revenue in Germany 1993-2023



Sales volume of selected fair trade products in Germany from 2012 to 2023, by product group (in tons)

Sales volume of fair trade products in Germany 2012-2023, by product group

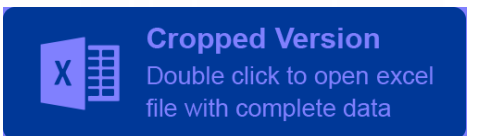
Products	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
Bananas/ tropical fruits	21139	31800	51450	68094	74059	90946	97064	136829	117651	114076	124285	120242
Coffee	9322	11020	13020	13590	17021	18367	20360	22881	24164	24425	24051	24051
Sugar	2236	2620	3520	4049	4963	4505	4952	5887	7684	7960	8251	8251
Chocolate	796	1020	1160	1188	1253	1723	1718	2038	3231	4203	3951	3951
Confectionery (excl. chocolate and ice cream)	937	1370	1390	1399	1956	2083	1861	2321	1526	1905	1721	1721
Rice	799	790	790	681	772	674	839	1176	1236	1672	1751	1751
Cocoa/chocolate drinks	304	370	420	558	560	671	754	773	886	941	931	931
Honey	143	280	900	1388	1244	1375	1312	1471	1405	1321	1171	1171
Tea	200	200	200	276	334	365	383	359	431	513	631	631



Revenue from fair trade products in Germany from 2012 to 2023, by product group (in million euros)

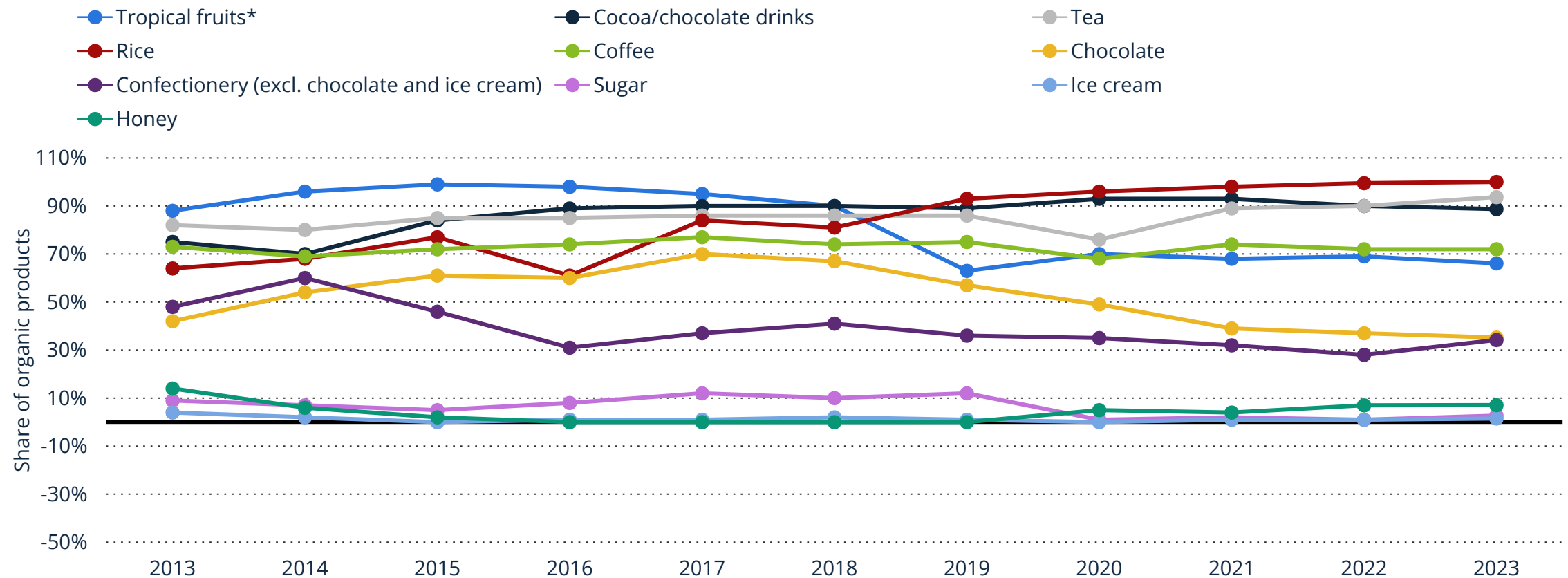
Fair trade product sales revenue in Germany 2012-2023, by product group

	Coffee	Tropical fruits*	Textiles	Flowers	Ice cream	Chocolate	Cold mixed drinks***
2012	251.06	37.69	41.95	81.09	48.22	14.72	5.39
2013	290	58.17	53	103.32	55.29	18.81	9.55
2014	332.61	92.42	70.95	118.83	65.29	21.43	15.24
2015	357.1	115.76	71.2	113.6	82.76	21.99	18.79
2016	416.25	129.82	77.61	116.9	96.65	32.41	41.55
2017	441.96	159.16	129.13	121.88	107.29	34.03	42.07
2018	472.53	160.15	146.07	128.08	111.96	32.65	45.79
2019	533.24	225.77	194.18	167.05	112.74	43.73	43.85
2020	492.04	182.36	178.53	167.39	160.73	61.06	36.35
2021	540.89	176.82	172.47	179.73	147.76	79.44	47.29
2022	705.45	211.29	180.38	134.18	185.37	84.7	57.15
2023	837.13	229.55	196.48	137.35	108.17	103.66	65.49



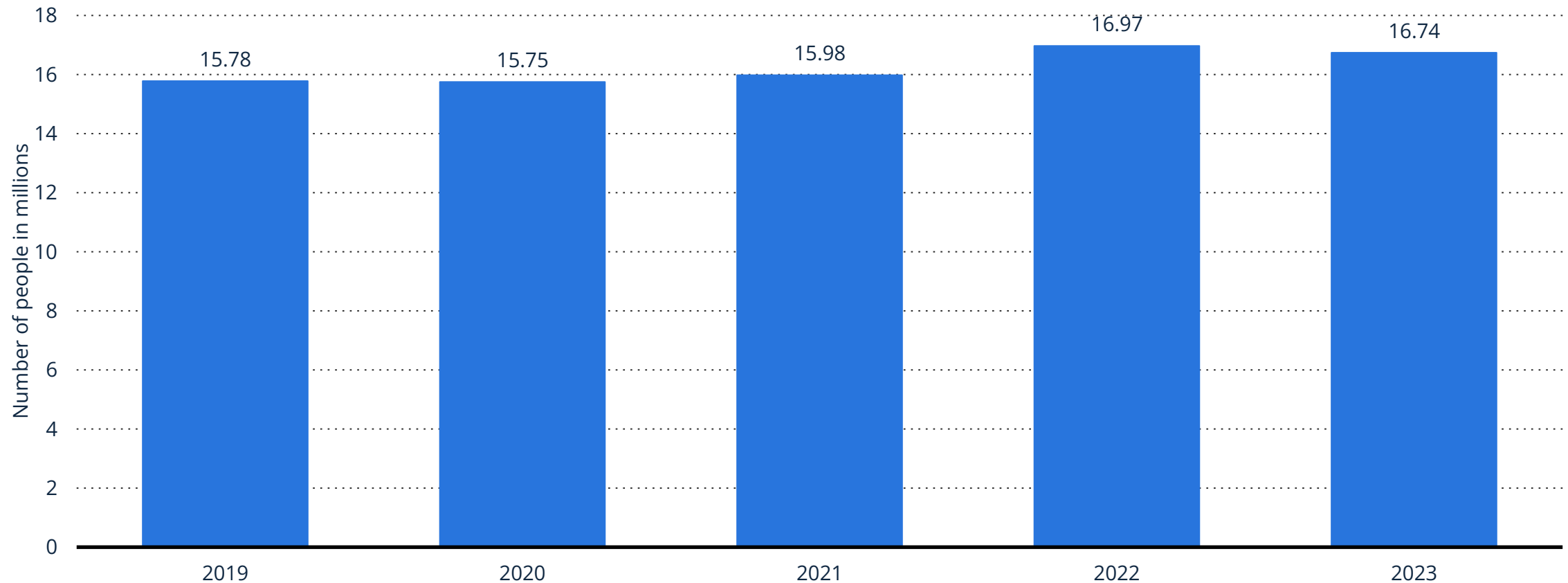
Share of organic products in selected fair trade products in Germany from 2013 to 2023, by product group

Organic product share in fair trade products in Germany 2013-2023, by product group



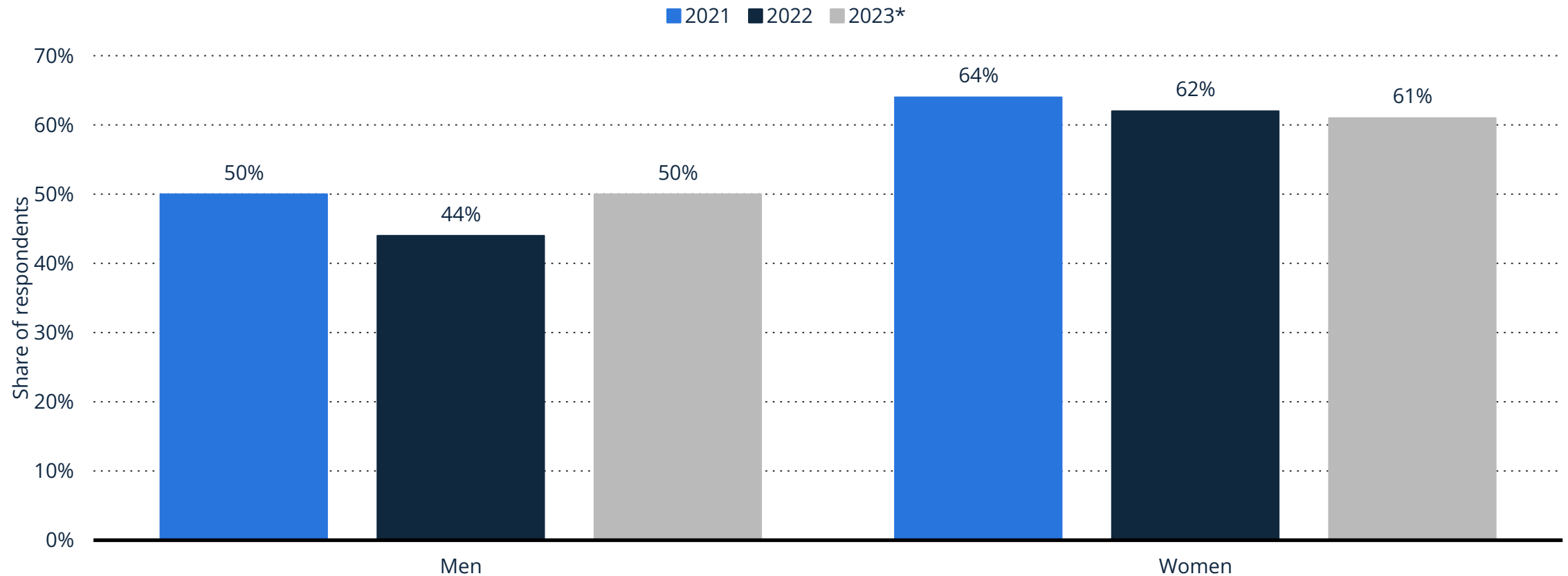
Number of people who pay attention when shopping that their purchases are fair trade certified in Germany from 2019 to 2023 (in millions)

Survey on the preference for fair trade products in Germany 2019-2023



Do you pay attention to the fair trade seal when grocery shopping?

Buying fair trade products in Germany 2021-2023, by gender

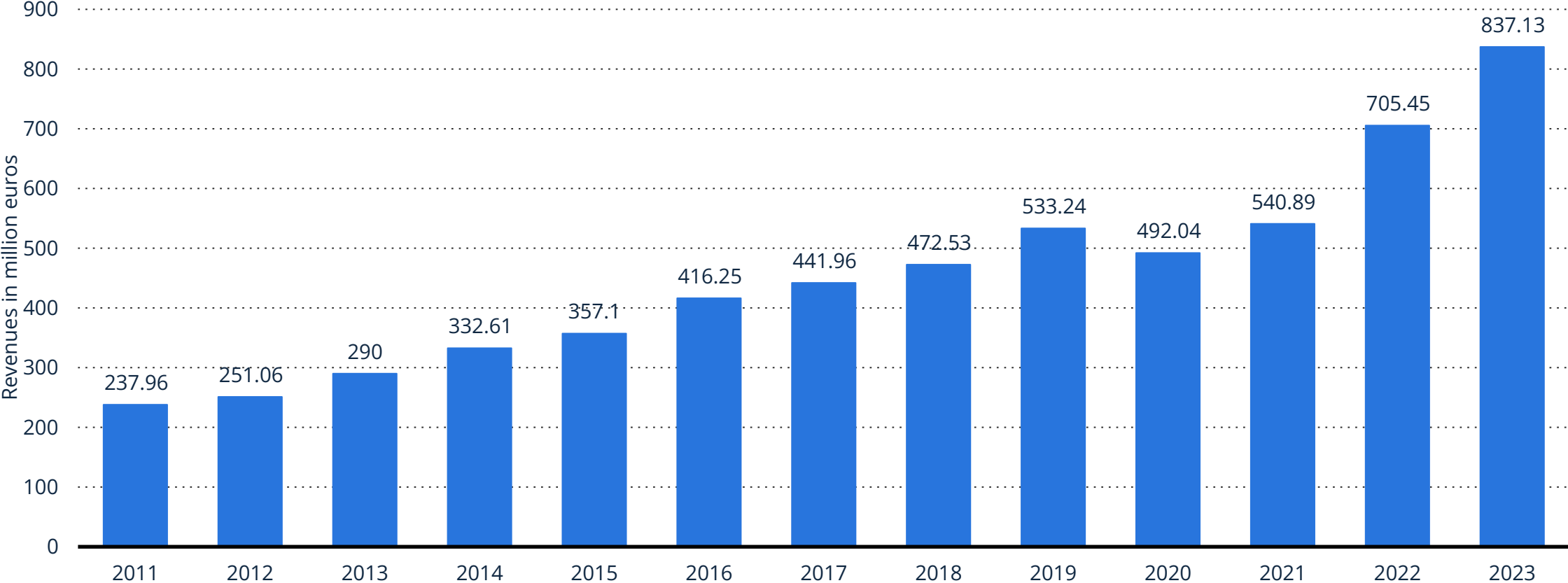


CHAPTER 02

Revenue from fair trade products

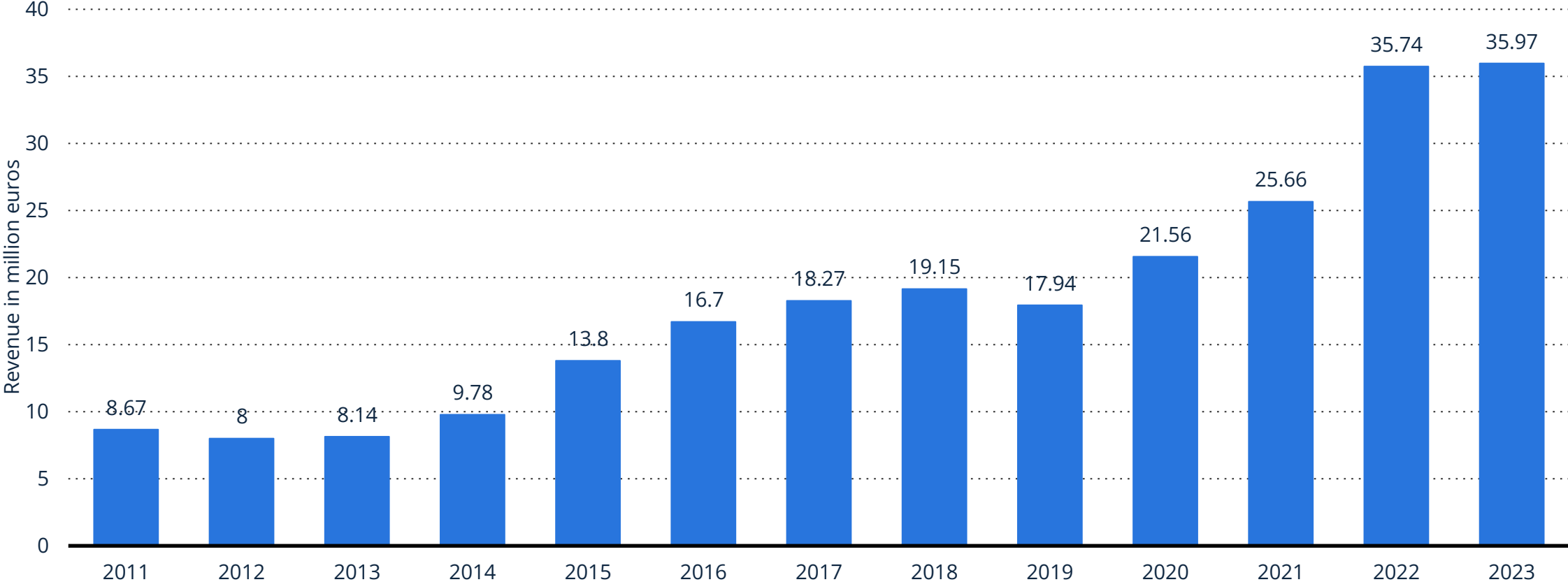
Revenue from fair trade coffee in Germany from 2011 to 2023 (in million euros)

Revenue from fair trade coffee in Germany 2011-2023



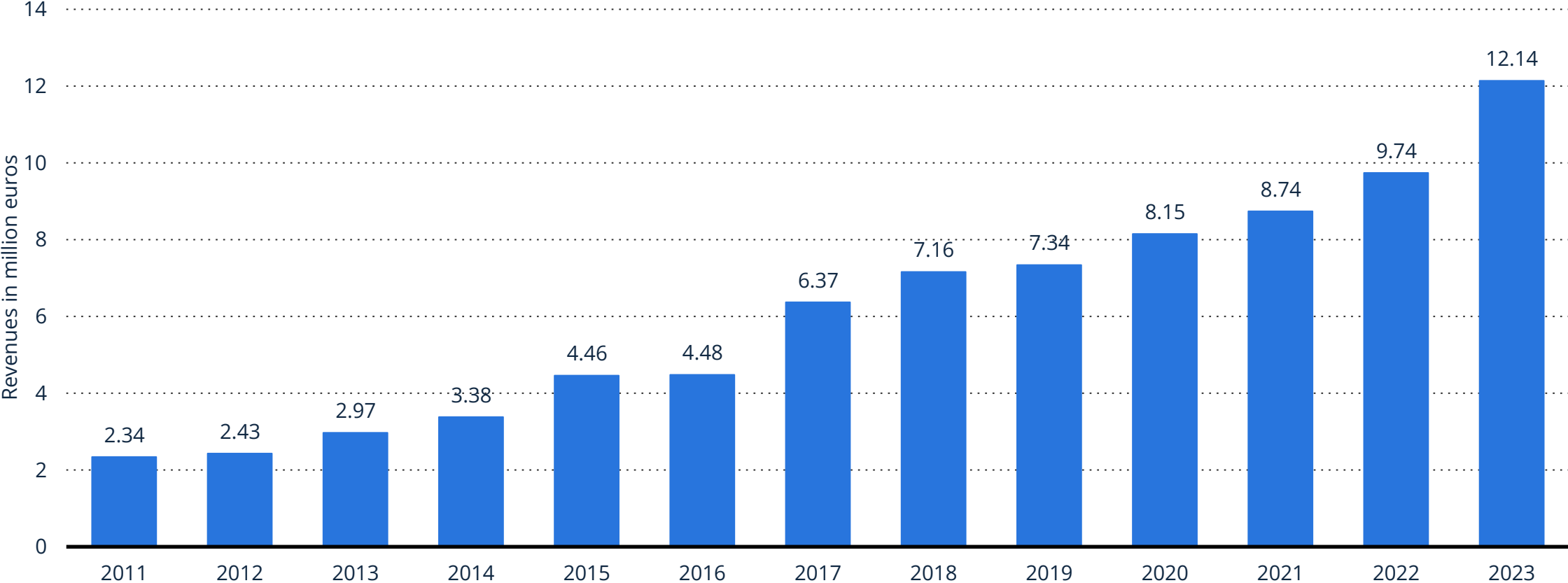
Revenue from fair trade tea in Germany from 2011 to 2023 (in million euros)

Fair trade tea revenue in Germany 2011-2023



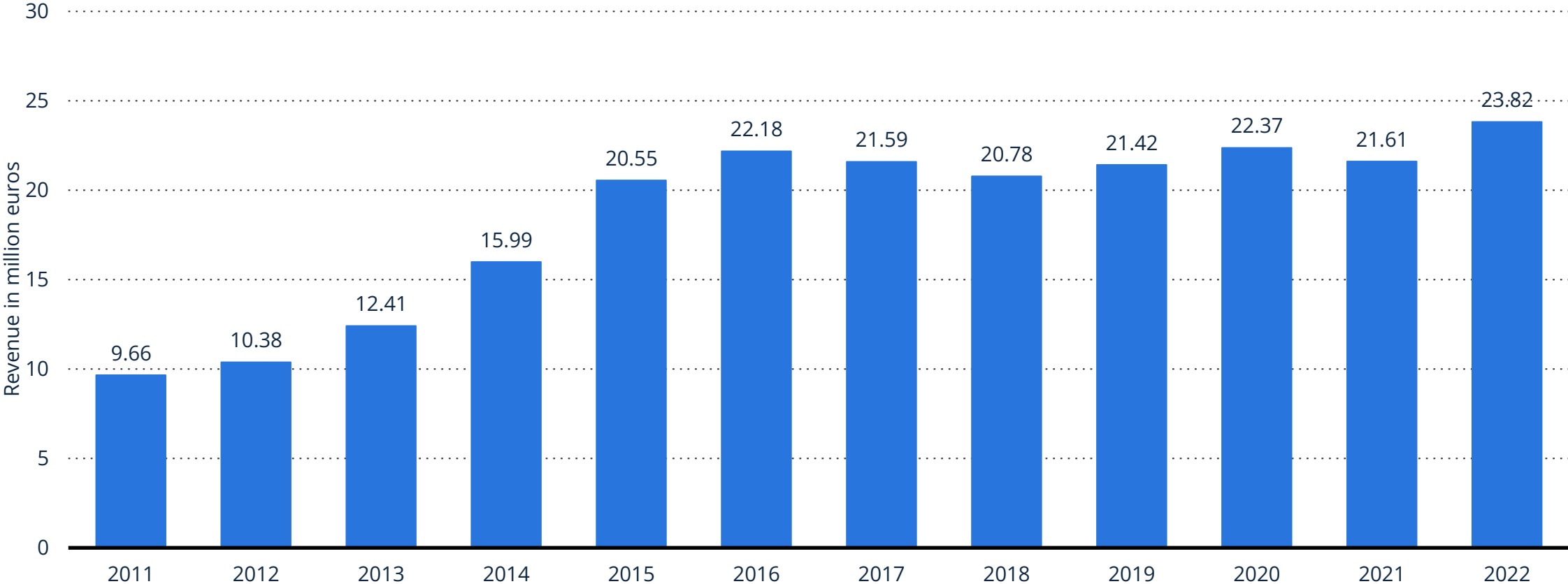
Revenue from fair trade cocoa and cocoa drinks in Germany from 2011 to 2023 (in million euros)

Revenue from fair trade cocoa in Germany 2011-2023



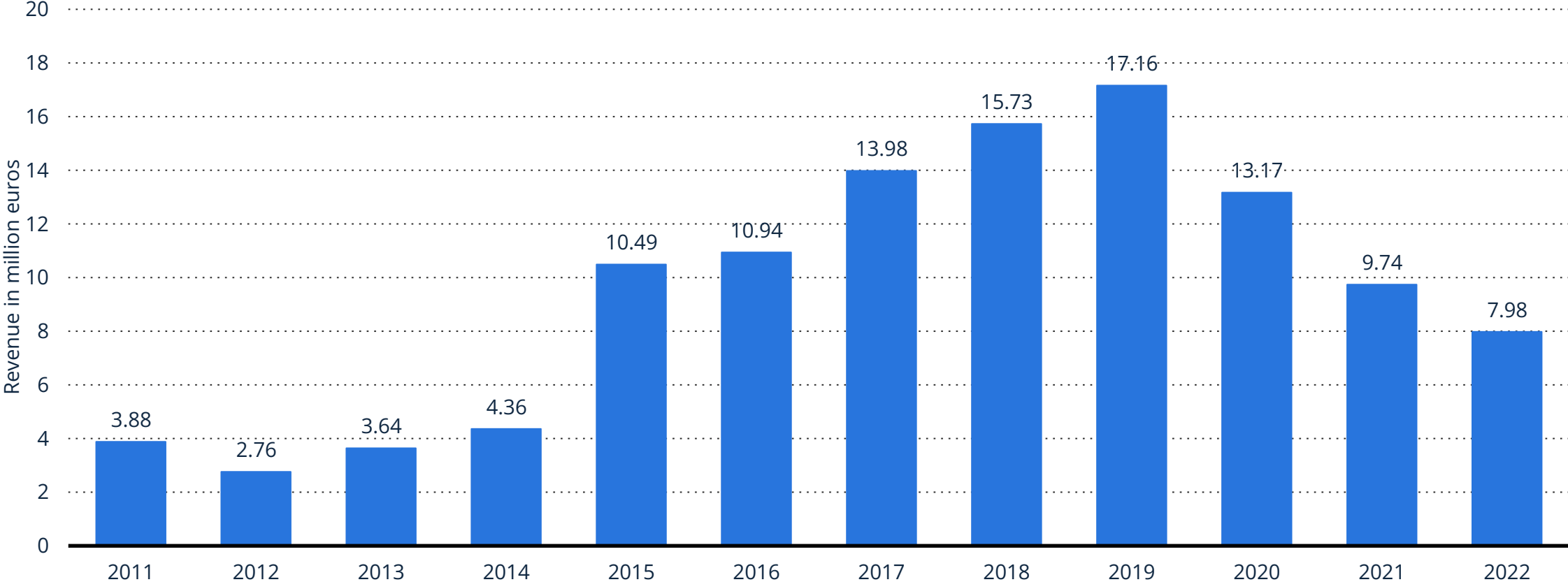
Revenue from fair trade fruit juice in Germany from 2011 to 2022 (in million euros)

Fair trade fruit juice revenue in Germany 2011-2022



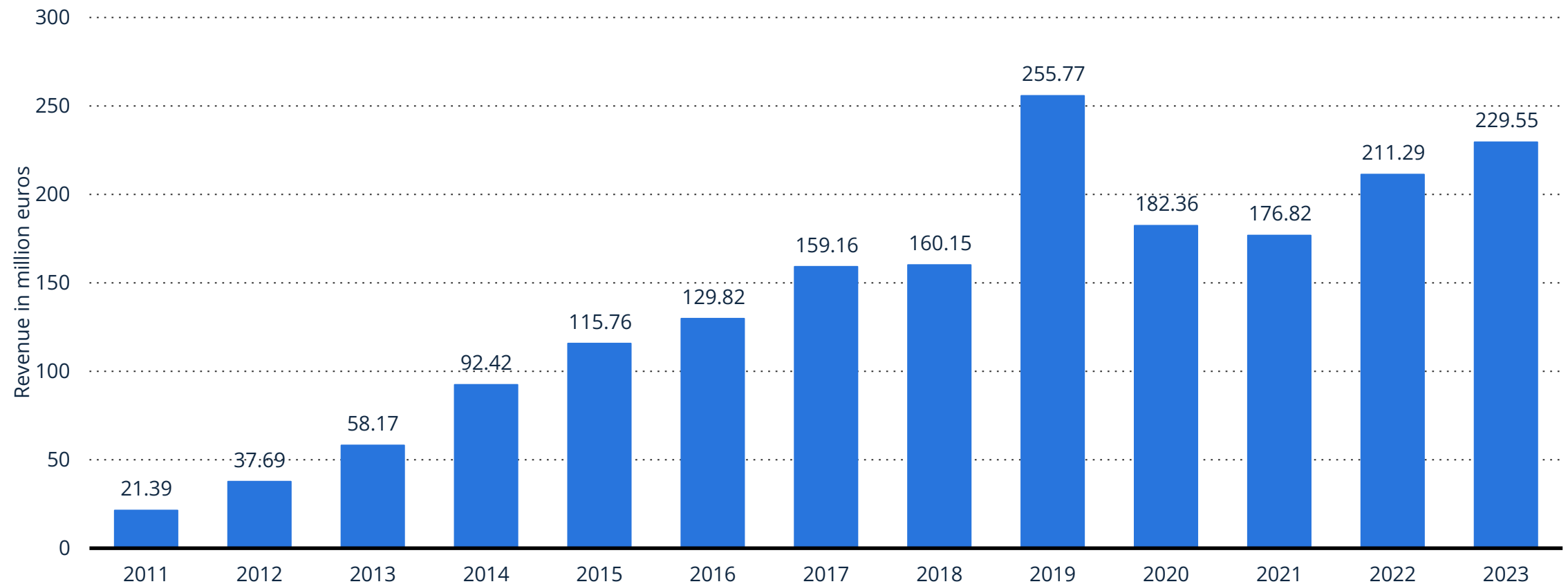
Revenue from fair trade wine in Germany from 2011 to 2022 (in million euros)

Fair trade wine revenue in Germany to 2022



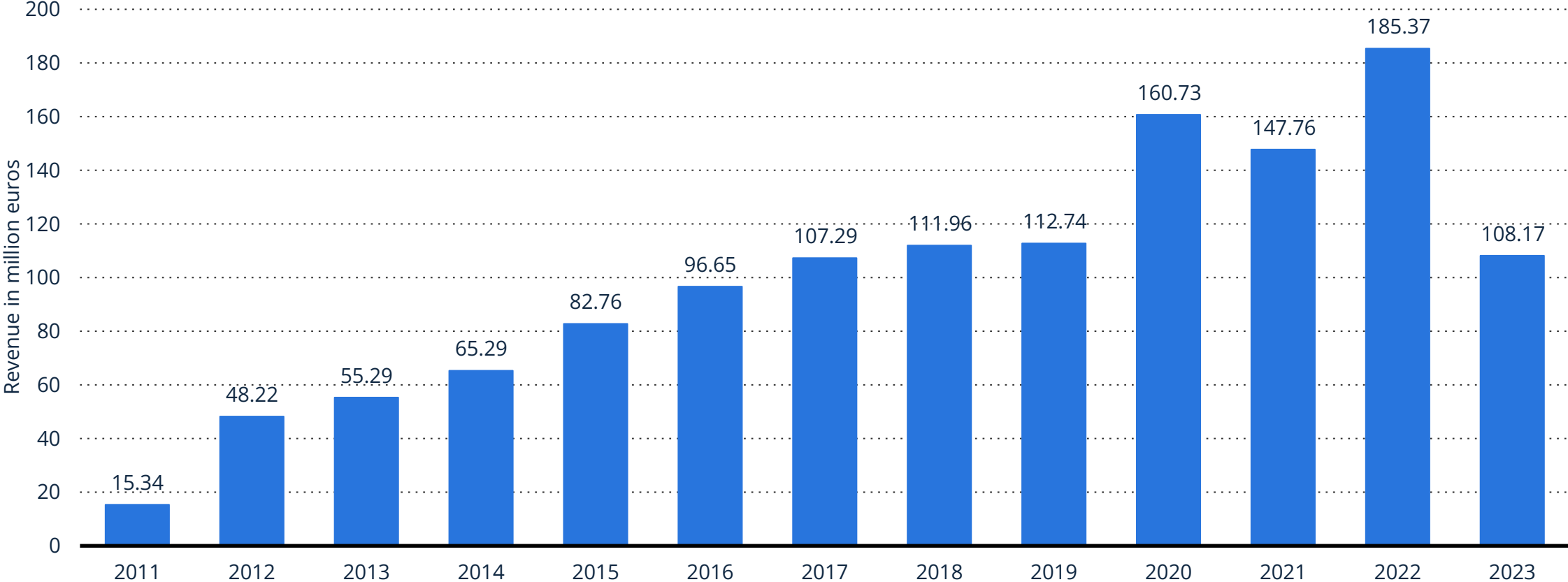
Revenue from tropical fruits/bananas with a fair trade seal in Germany from 2011 to 2023 (in million euros)

Fair trade tropical fruits revenue in Germany 2011-2023



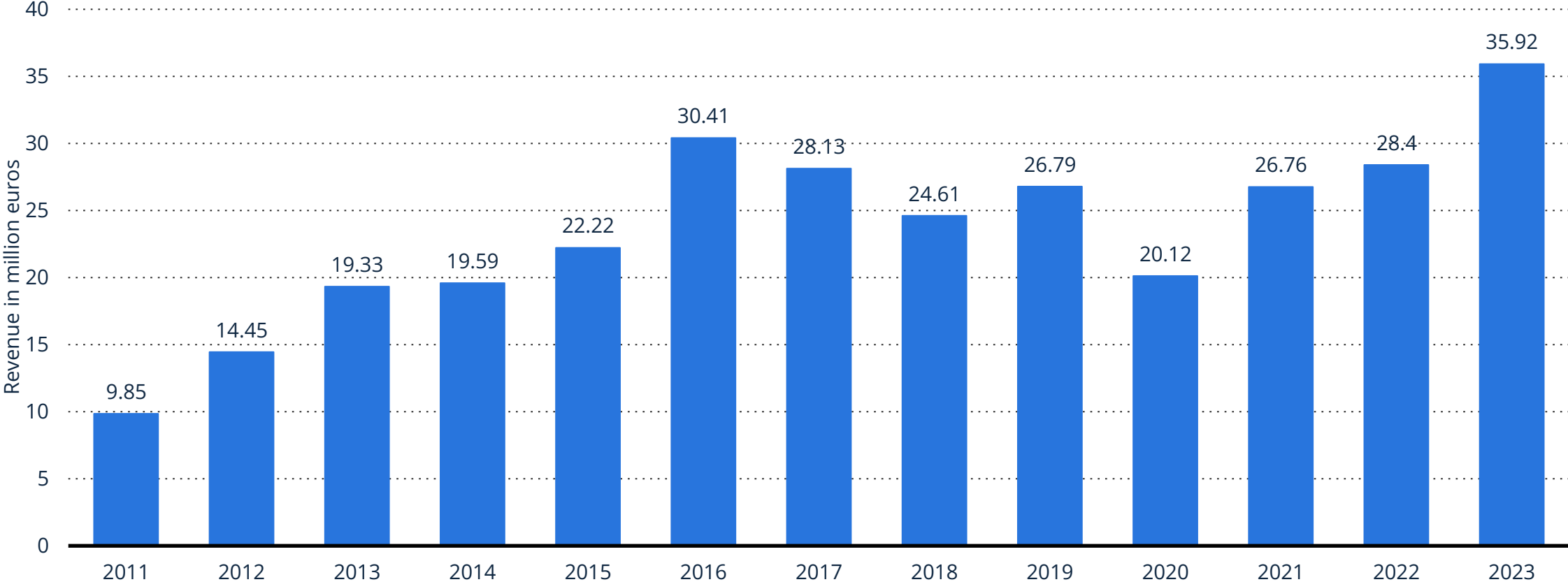
Revenue from fairtrade ice cream in Germany from 2011 to 2023 (in million euros)

Revenue from fairtrade ice cream in Germany 2011-2023



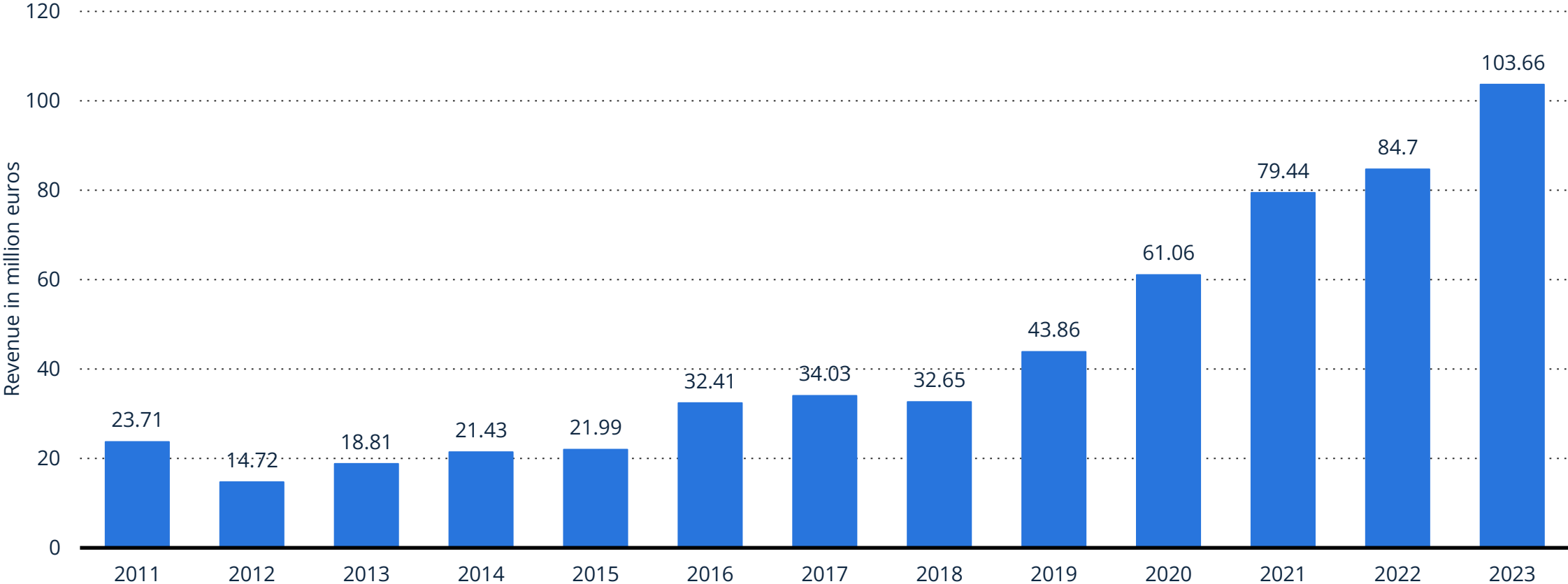
Revenue from fair trade confectionery in Germany from 2011 to 2023 (in million euros)

Fair trade confectionery revenue Germany 2011-2023



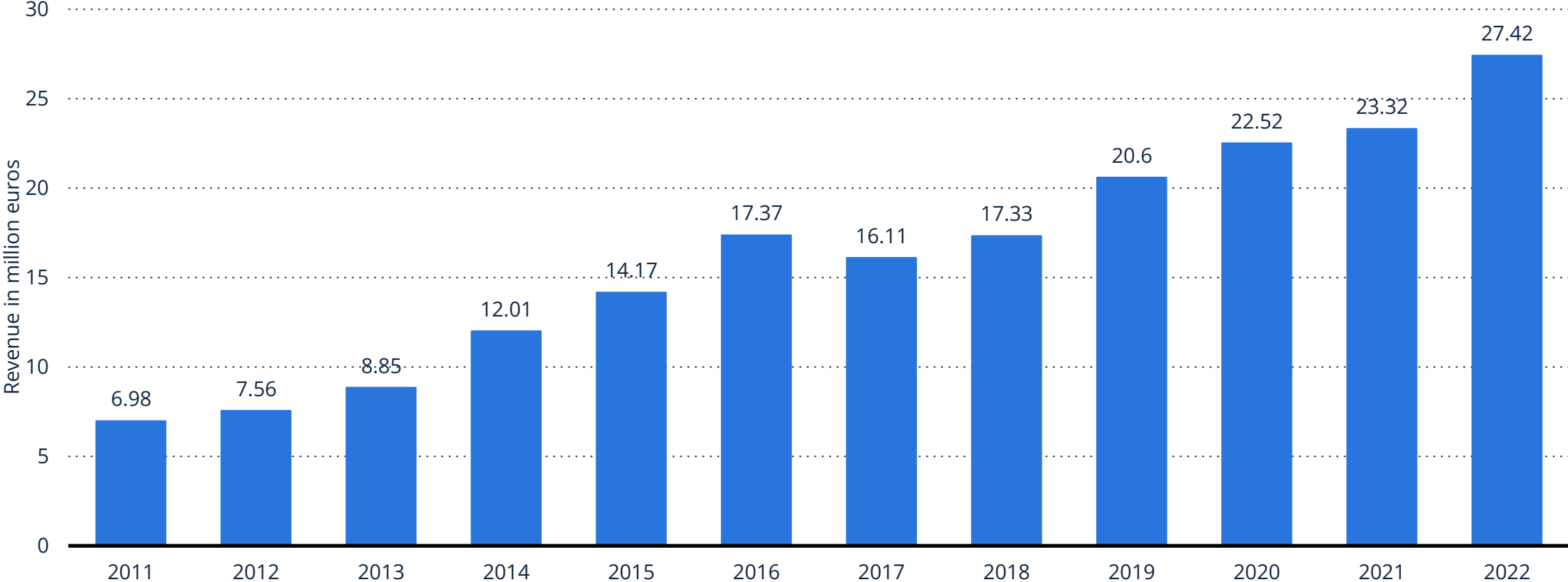
Revenue from fair trade chocolate in Germany from 2011 to 2023 (in million euros)

Revenues from fair trade chocolate in Germany 2011-2023



Revenue from fair trade sugar in Germany from 2011 to 2022 (in million euros)

Fair trade sugar revenue in Germany 2011-2022



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