

INTRODUCTION

West Germany is a lucrative market for food products, ranking number one among EC countries in population and consumer purchasing power. It is also one of the world's largest importers of food and agricultural products.

Major changes in eating habits have occurred during the past 30 years in West Germany. Greater purchasing power and large reserves of savings make this market one of the most attractive in the European Community. While West Germany is only about the size of New York & Pennsylvania States combined, its population of 61 million is 25% greater than the total population of the Northeastern United States.

German consumers favour branded products. They are quality-conscious and price-oriented buyers. Approximately 65-70% of consumers in the market report that they are dissatisfied with food items presently on retail shelves. Many are aware of product origin. More than 50% say that they would pay more for quality products. Retailers, therefore, are vigilant regarding the products they stock. "Country Week" national promotions are also becoming more popular as a result of these trends.

The West German retail market is becoming more consolidated, smaller stores are closing, larger ones are being built and selling more products. Five West German organizations accounted for 36% of total food turnover of \$26 billion (U.S.) in 1986. The ten top organizations account for 55% of total food turnover and account together for roughly 70 separately named food retail chains.

The highly developed and efficient distribution system in West Germany provides a broad selection of channels for marketing food products.

The German food trade believes that any exporter seriously interested in the West German or EC market should be an exhibitor in the ANUGA show, the world's largest food show.

ANUGA '89

ANUGA '89 attracted 5,819 exhibitors from more than 79 countries. Germany itself had 1790 exhibitors. The fair drew more than 240,000 trade visitors from 126 countries. This contrasts with ANUGA '87 which attracted 5,700 exhibiting firms and 228,000 trade visitors. Approximately 70% of the exhibitors were from abroad. In addition to trade promotion, marketing seminars and presentations were held during ANUGA.