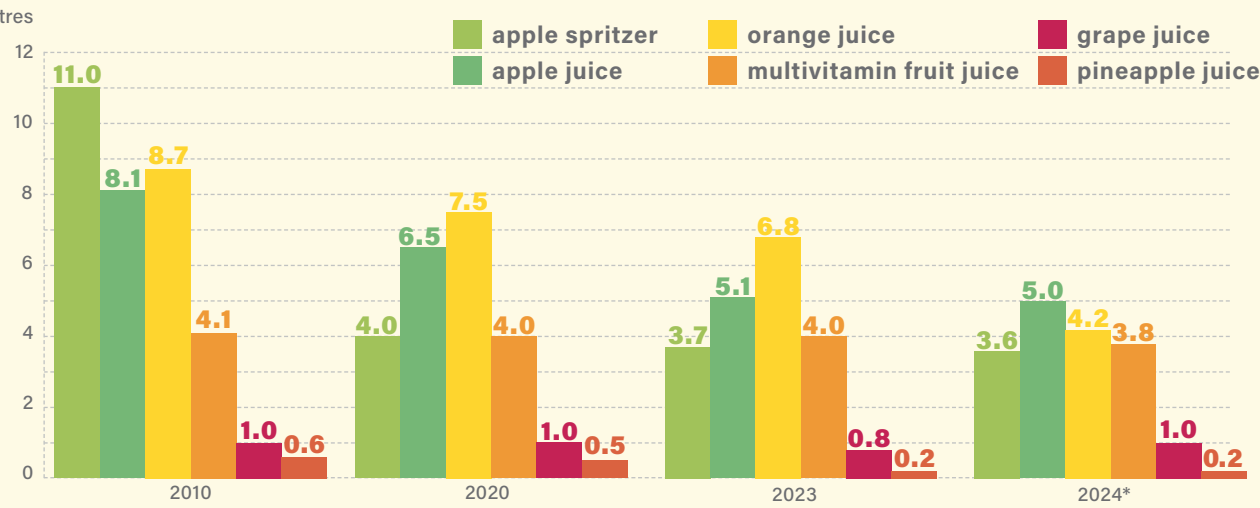


## THE MOST POPULAR FRUIT JUICES AND APPLE SPRITZER/SCHORLE

Development of the per-capita-consumption in Germany (in litres)

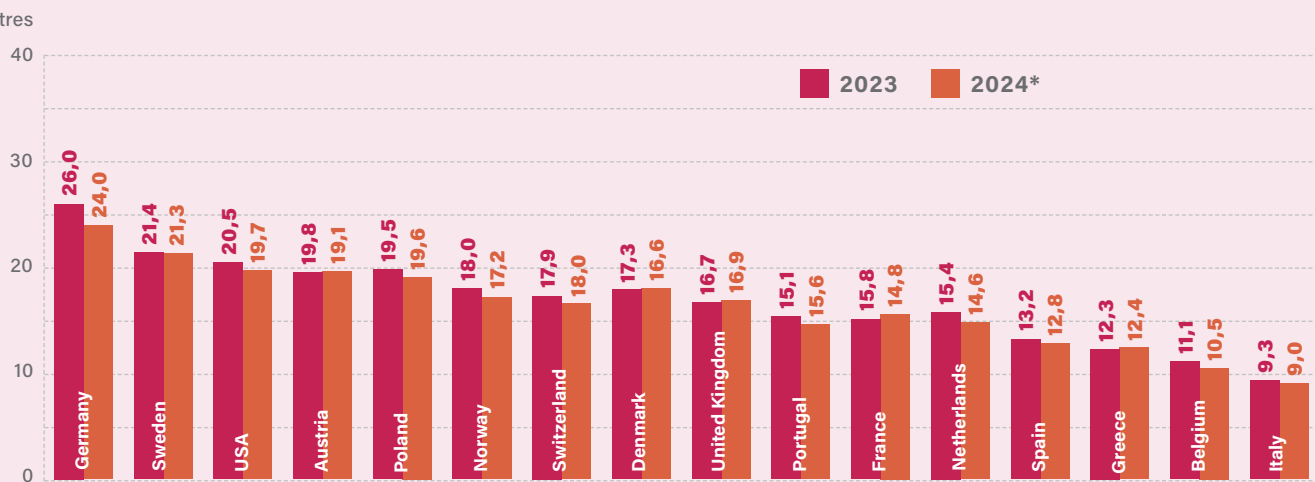


Source: Verband der deutschen Fruchtsaft-Industrie e. V. (VdF), Bonn

\* provisional values

## FRUIT JUICE CONSUMPTION IN A COUNTRY COMPARISON

Per-capita-consumption of fruit juices and nectars 2023/2024\* in litres



Source: Verband der deutschen Fruchtsaft-Industrie e. V. (VdF), Bonn; GlobalData Plc, London

\*provisional values

## THE ASSOCIATION OF THE GERMAN FRUIT JUICE INDUSTRY (VdF)

The VdF is the federal association of fruit juice/nectar and vegetable juice/nectar producers in Germany. It represents the common interests of its members both nationally and internationally towards public authorities, institutions and associations. It informs its members in all technical and legal matters related to the fruit juice and beverage industry. The aim of VdF's work in the European Fruit Juice Association (AIJN) in Brussels and the International Federation of Fruit Juice Producers (IFU) in Paris is to ensure the high quality of fruit juices and fruit nectars – in the interest of the consumer and fair competition.

The members and the Executive Committee can trust on the professional competence and market knowledge of their expert committees for

- technology, environment and research
- legislation, competition and food science
- SME policy, business management and tax issues
- public relations

Through the work and reporting of these expert committees, a continuous exchange of views is given and a consumer-orientated development of the industry is ensured.

### Foundation of the association:

17<sup>th</sup> January 1951

### Members:

There are 300 fruit juice producers organised in the VdF. 180 direct members and 120 small companies are supported by 4 regional associations, which in turn belong to the VdF.

### President:

Heinrich Reuss

### Managing Director:

Klaus Heitlinger (Master of Agricultural Science)

### Imprint

If you have any questions, please contact:

#### Verband der deutschen Fruchtsaft-Industrie e.V. (VdF)

Klaus Heitlinger  
Mainzer Straße 253  
53179 Bonn  
GERMANY

phone: +49 228 95460-0  
fax: +49 228 95460-30  
email: [info@fruchtsaft.de](mailto:info@fruchtsaft.de)  
[www.fruchtsaft.de](http://www.fruchtsaft.de)

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German Fruit Juice Industry

# FACTS & FIGURES 2024

Cover: AI generated

WHO'S WHO ON THE JUICE SHELVES?

Fruit juice

Fruit juice consists entirely of “liquid fruit.” It basically contains neither colourings nor preservatives. There are direct juices and fruit juices made from fruit juice concentrate. Direct juice is fi ltered as it is obtained from the fruit and bottled or stored for later bottling. In order to obtain concentrated fruit juice, the water is extracted from the freshly squeezed juice under a vacuum. When reconstituted with water, the fruit juice is completely on a par with directly bottled fruit juice. It also contains 100 percent fruit.

Per-capita-consumption of fruit juices in Germany in 2024 was 15.7 litres (2023: 18.2 litres).

Fruit nectar

Some fruits, such as blackcurrants, sour cherries or bananas have so much fruit acid or pulp by nature that they cannot be offered as a fruit juice, but in the form of fruit nectar. Fruit nectar produced from these fruits has a prescribed minimum fruit content of between 25 and 50 percent, depending on the type of fruit. Fruit nectars are also free from colourings and preservatives.

Per-capita-consumption of fruit nectars in Germany in 2024 was 8.3 litres (2023: 7.8 litres).

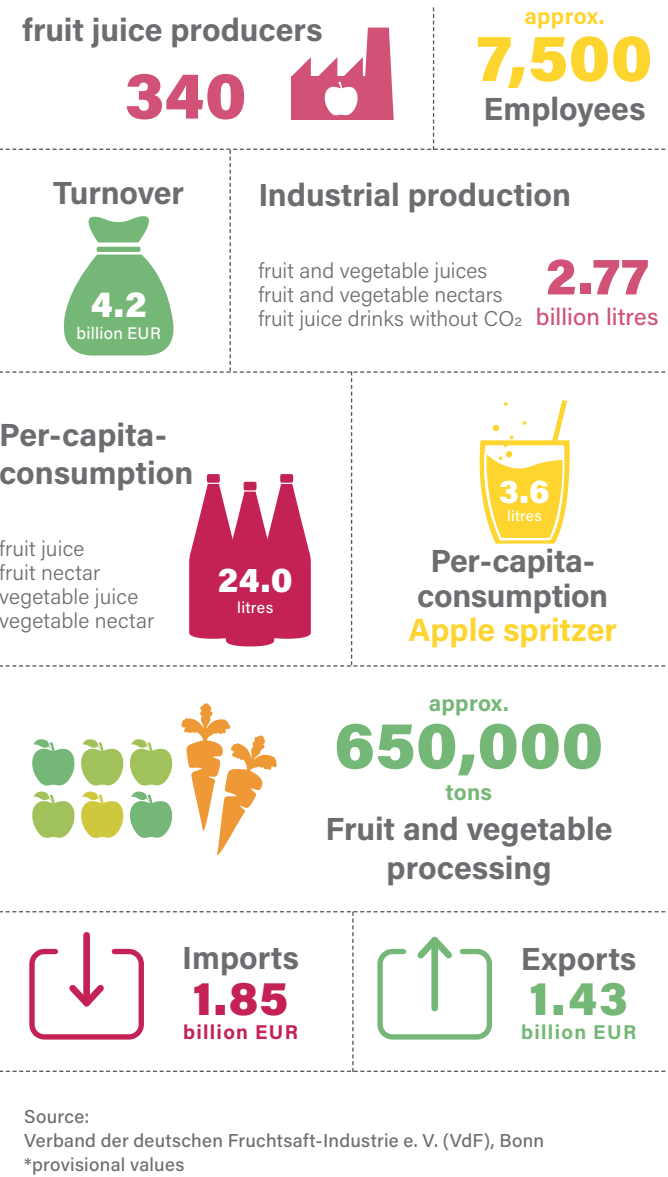
Fruit juice drinks

In the case of fruit juice drinks, the fruits usually only provide the taste. The minimum fruit content is, depending on the type of fruit, around 6 to 30 percent. ‘Fruchtsaftschorlen’ enjoy a special status; they are made from fruit juice and mineral water. The initial product – fruit juice – is subject to the same regulations as 100 percent fruit juice. Apple spritzer, for example, has a fruit content of at least 50, but mostly 60 percent.

Per-capita-consumption of still fruit juice drinks in Germany in 2024 was approx. 8.3 litres (2023: 8.3 litres).

Per-capita-consumption of “Fruchtsaftschorlen” (carbonated fruit juice mixed with mineral water) in Germany in 2024 was approx. 3.6 litres (2023: 3.7 litres).

THE GERMAN FRUIT JUICE INDUSTRY IN FIGURES FISCAL YEAR 2023\*

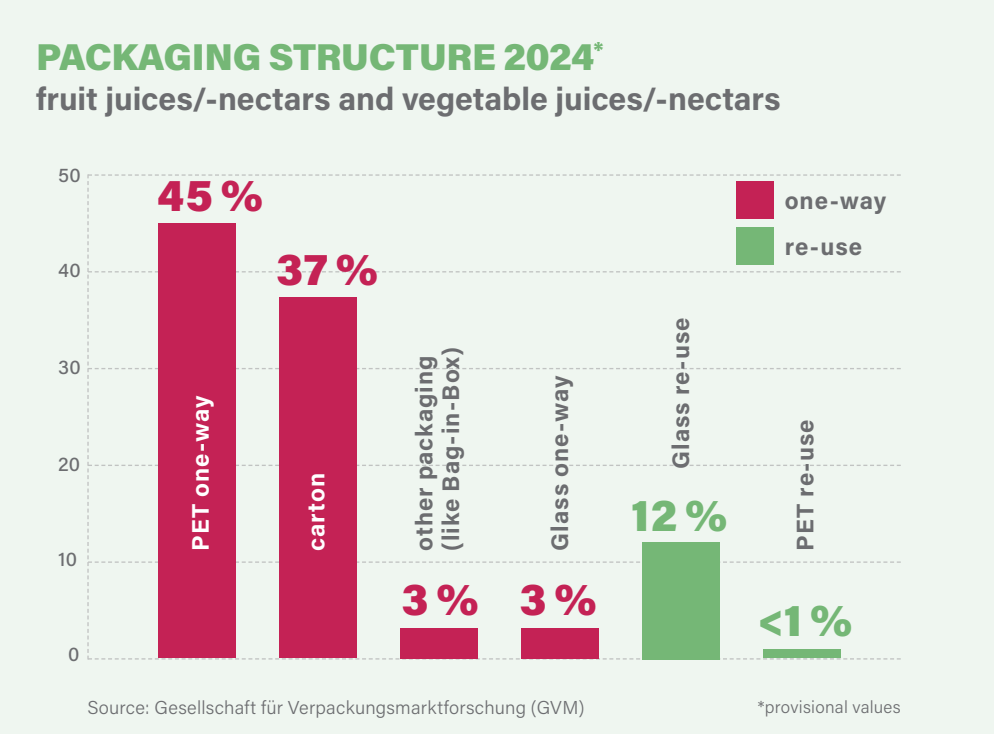


REGIONAL DISTRIBUTION OF THE FRUIT JUICE PRODUCERS

| Area                          | Number of companies <sup>1</sup> |      | Turnover in m. € |       |
|-------------------------------|----------------------------------|------|------------------|-------|
|                               | 2024*                            | 2023 | 2024*            | 2023  |
| Baden-Württemberg             | 42                               | 43   | 460              | 440   |
| Bavaria                       | 16                               | 17   | 171              | 160   |
| Brandenburg/Berlin            | 11                               | 13   | 70               | 62    |
| Hesse                         | 10                               | 10   | 168              | 152   |
| Mecklenburg-Western Pomerania | 3                                | 3    | 260              | 239   |
| North                         | 21                               | 22   | 534              | 511   |
| North Rhine-Westphalia        | 25                               | 25   | 971              | 910   |
| Rhineland-Palatinate/Saarland | 21                               | 21   | 1,178            | 1,092 |
| Saxony                        | 6                                | 6    | 12               | 12    |
| Saxony-Anhalt                 | 5                                | 5    | 27               | 23    |
| Thuringia                     | 2                                | 2    | 3                | 3     |
| Total                         | 168                              | 172  | 3,854            | 3,604 |

<sup>1)</sup>without affiliated members and without members of the national associations  
Source: Verband der deutschen Fruchtsaft-Industrie e. V. (VdF), Bonn

\*provisional values



STRUCTURE OF THE GERMAN FRUIT JUICE INDUSTRY

| Turnover in m. €     | Number of companies <sup>1</sup><br>2024 (2023) | percent | Total turnover<br>2024 in m. €*<br> | percent |
|----------------------|---|---------|-------------------------------------|---------|
| up to 0.26           | 53 (54)   | 31.5 %  | 4                                   | 0.1 %   |
| from 0.26 to 0.50    | 17 (21)   | 10.1 %  | 6                                   | 0.2 %   |
| from 0.50 to 1.00    | 16 (15)   | 9.5 %   | 12                                  | 0.3 %   |
| from 1.00 to 2.00    | 19 (22)   | 11.3 %  | 29                                  | 0.7 %   |
| from 2.00 to 5.00    | 25 (22)   | 14.9 %  | 70                                  | 1.7 %   |
| from 5.00 to 10.00   | 5 (5)   | 3.0 %   | 34                                  | 0.8 %   |
| from 10.00 to 25.00  | 8 (9)   | 4.8 %   | 130                                 | 3.2 %   |
| from 25.00 to 50.00  | 7 (8)   | 4.2 %   | 250                                 | 6.1 %   |
| from 50.00 to 100.00 | 8 (6)   | 4.8 %   | 512                                 | 12.5 %  |
| from 100.00          | 10 (10)   | 6.0 %   | 3,034                               | 74.4 %  |
| Total                | 168 (172)                                       | 100 %   | 4,081                               | 100 %   |

<sup>1)</sup>excluding affiliated members and members of national associations  
Source: Verband der deutschen Fruchtsaft-Industrie e. V. (VdF), Bonn

\*provisional values

