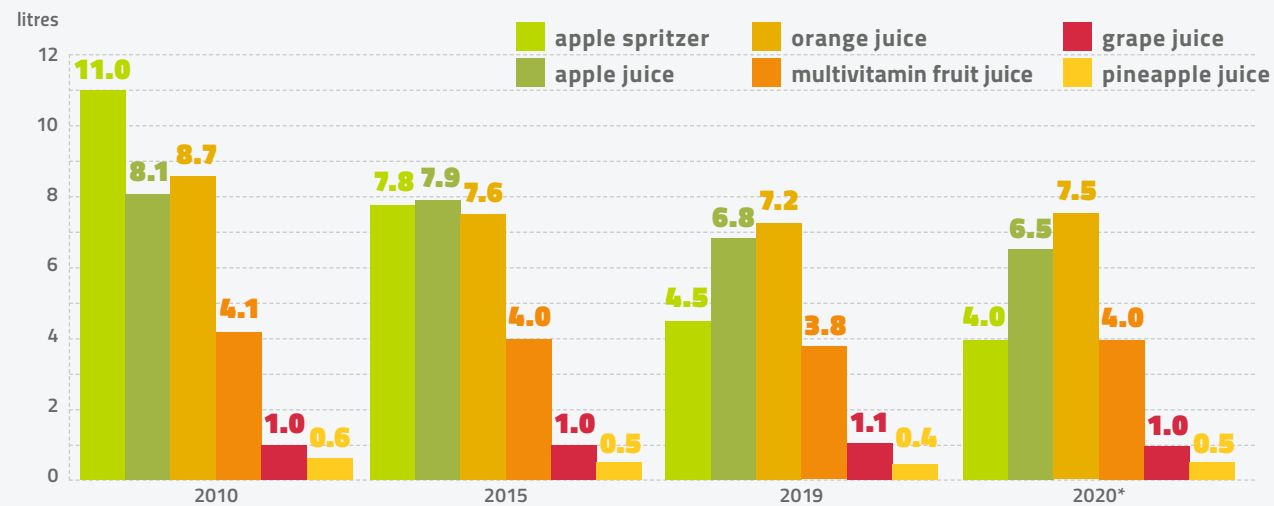


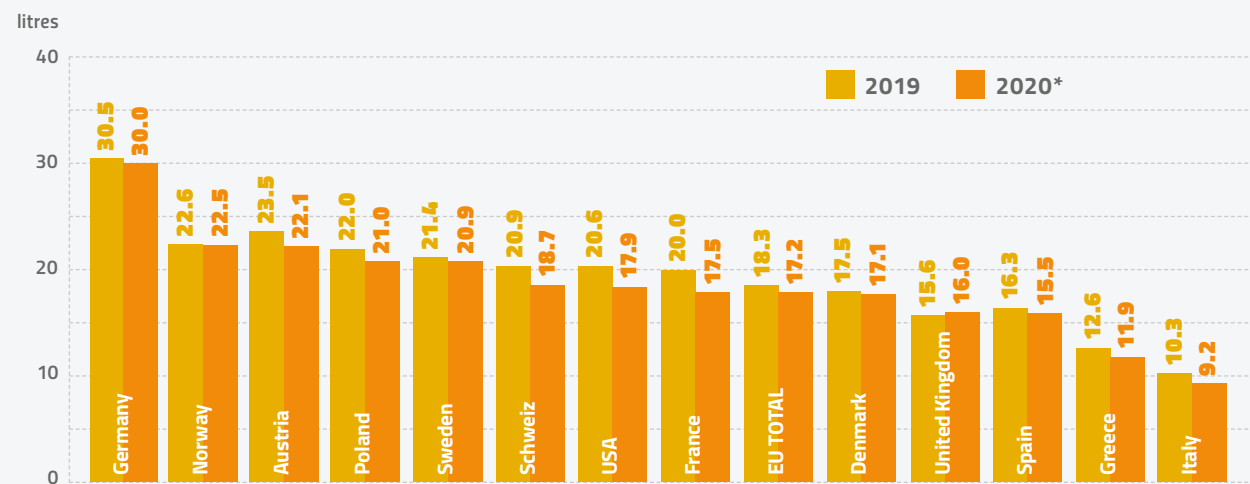
THE MOST POPULAR FRUIT JUICES AND APPLE SPRITZER/SCHORLE

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



GERMANY IS LEADER IN FRUIT JUICE CONSUMPTION

Per-capita-consumption of fruit juices and nectars 2019/2020* in litres



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:

17th January 1951

Members:

There are 332 fruit juice producers organised in the VdF. 184 direct members and 148 small companies are supported by 4 regional associations, which in turn belong to the VdF.

President:

Klaus-Jürgen Philipp

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Imprint

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VdF
Verband der
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VdF
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Fruchtsaft-Industrie e.V.

German Fruit Juice Industry

FACTS & FIGURES 2020

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 filtered 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 2020 was 20.9 litres (2019: 20.7 litres).

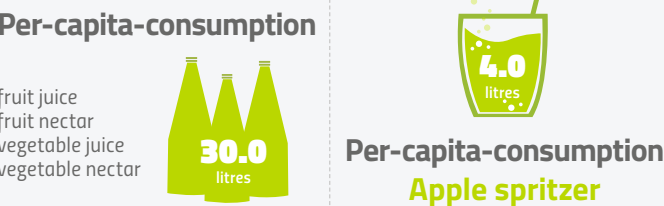
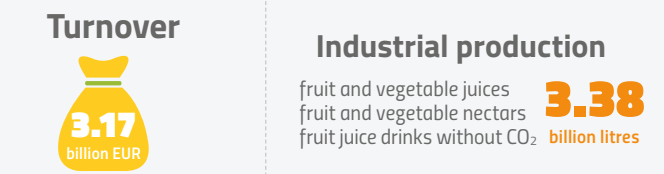
Fruit nectar
Some fruits, such as blackcurrants, sour cherries or bananas have so much fruit acid or pulp by nature that they cannot be offered as a fruit juice, but in the form of fruit nectar. Fruit nectar produced from these fruits has a prescribed minimum fruit content of between 25 and 50 percent,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

Per-capita-consumption of fruit nectars in Germany in 2020 was 9.1 litres (2019: 9.8 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 2020 was approx. 8.7 litres (2019: 8.6 litres).
Per-capita-consumption of “Fruchtsaftschorlen” (carbonated fruit juice mixed with mineral water) in Germany in 2020 was approx. 4.0 litres (2019: 4.5 litres).

THE GERMAN FRUIT JUICE INDUSTRY IN FIGURES FISCAL YEAR 2020*



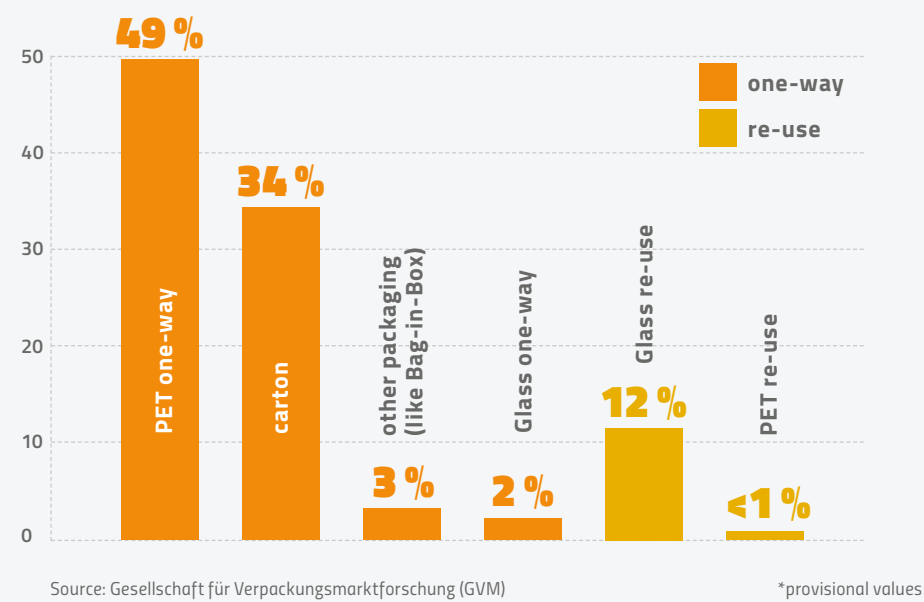
Source:
Verband der deutschen Fruchtsaft-Industrie e. V. (VdF), Bonn
*provisional values

REGIONAL DISTRIBUTION OF THE FRUIT JUICE PRODUCERS

Area	Number of companies¹		Turnover in m. €	
	2020*	2019	2020*	2019
Baden-Württemberg	43	40	391	375
Bavaria	17	13	137	66
Brandenburg/Berlin	13	11	54	52
Hesse	10	11	106	96
Mecklenburg-Western Pomerania	3	4	178	172
North	23	23	471	476
North Rhine-Westphalia	25	26	767	867
Rhineland-Palatinate/Saarland	21	22	1,029	1,133
Saxony	7	7	14	15
Saxony-Anhalt	7	7	20	19
Thuringia	3	3	3	3
Total	172	167	3,170	3,274

¹) Members VdF without 12 affiliated/5 foreign members and without the 148 members of the regional associations *provisional values
Source: Verband der deutschen Fruchtsaft-Industrie e. V. (VdF), Bonn

PACKAGING STRUCTURE 2020*
fruit juices/-nectars and vegetable juices/-nectars



STRUCTURE OF THE GERMAN FRUIT JUICE INDUSTRY

Turnover in m. €	Number of companies¹ 2020 (2019)	percent	Total turnover 2020 in m. €* 2020 in m. €*	percent
up to 0.26	62 (60)	36.0	6.0	0.2
from 0.26 to 0.50	16 (15)	9.3	5.7	0.2
from 0.50 to 1.00	13 (16)	7.6	10.0	0.3
from 1.00 to 2.00	26 (20)	15.1	36.4	1.2
from 2.00 to 5.00	22 (22)	12.8	63.0	1.9
from 5.00 to 10.00	3 (4)	1.7	25.3	0.8
from 10.00 to 25.00	10 (9)	5.8	148.0	4.7
from 25.00 to 50.00	8 (8)	4.7	298.1	9.4
from 50.00 to 100.00	5 (5)	2.9	355.4	11.2
from 100.00	7 (8)	4.1	2,222.1	70.1
Total	172 (167)	100	3,170.0	100

¹) Members VdF without 12 affiliated/5 foreign members and without the 148 members of the regional associations *provisional values
Source: Verband der deutschen Fruchtsaft-Industrie e. V. (VdF), Bonn

DEVELOPMENT OF PER-CAPITA-CONSUMPTION OF FRUIT JUICES/FRUIT NECTARS IN GERMANY

