

## Economic Trends In The German Out-of-home Market At New Heights

2007-08-15

---

### Sales forecasts for second half-year rising

The Germans more and more like to go clubbing, to travel around in their own country and to consume away-from-home. Correspondingly the market trend of the hotel, restaurants and foodservice business rose explicitly in the first half-year 2007 in comparison to January - July 2006. According to Marktplatz Hotel / CHD Expert Group, 76 percent of the leading food and beverages suppliers in Germany observe a substantial rising market trend in the first six month of this year. For the representative study, more than 600 marketing executives of the most important and largest F&B supply companies of the German market have been surveyed.

The business situation is getting better and better and the sales forecasts of the F&B supply industry for the second half-year are positive as well', Thilo Lambracht, Managing Director of Marktplatz Hotel / CHD Expert, asserts. Only five percent of the interviewed marketing executives are awaiting declining turnovers in the Away-from-home market but a staggering 78% of them have high expectations. Marktplatz Hotel / CHD Expert are the market's global leader in collecting, managing and analyzing business data in the Away-from-Home market in Europe and North America.

### **The survey details**

Question: The German Economy is rising. What are your observations on the market development in the Away-from-home market generally and on your customers in the first half-year 2007 (in comparison to January - July 2006)?

Much better disposition 9.5%

Rather better disposition 66.5%

No difference 18%

Rather worse disposition 5%

Much more worse disposition 1%

*(Source: Marktplatz Hotel / CHD Expert)*

What are your expectations regarding the sales forecasts of your company in the second half-year 2007?

Very high expectations 14%

Rather high expectations 64%

No special expectations 17.5%

Rather worse expectations 3.5%

Much worse expectations 1%

*(Source: Marktplatz Hotel / CHD Expert)*

### **About the survey**

In July 2007 over 600 leading F&B supply companies have been surveyed by Marktplatz Hotel / CHD Expert Group regarding their expectations on the Away-from-home market in Germany.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article28851.html>

© 1998 - 2007 Nevistas and the author.

Brought to you by Hotel News Resource

*Distribute your news on our Network*

See what all the buzz is about at:

[http://www.hotelnewsresource.com/Info-news\\_account\\_info.html](http://www.hotelnewsresource.com/Info-news_account_info.html)