Listing key market trends for the next 25 years

- Custom tariffs and external protection in the EU will be dismantled to a great extent in the next quarter century, probably in the first half of this period.
- Demand for high quality products will increase more strongly than that for staple foods. And an especially large proportion of the growth will be claimed by milk and poultry meat.
- The markets for every type of certified product will increase. Especially value added and exclusive foods labelled as »bio« or »sustainable« face big opportunities in the increasingly urbanised and purchasing-power-oriented classes within Asian populations.
- Environment protection rules will become stricter worldwide. This affects all suppliers, although there will be differences in degree of application and varying speeds of introduction.
- The requirement for raw materials for biofuels and bioenergy sources will stagnate. Their importance in the overall market will steadily reduce. This can already be felt nowadays and will increase more markedly.