



# **Quo vadis - die Zukunft unserer Lebensmittelversorgung: Konsumententrends und Zukunftsanforderungen (German Edition)**

*Christina Mutenthaler*

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Die Lebensmittelbranche hat in den letzten Jahrzehnten einen erheblichen Wandel durchlaufen. Dieser Wandel wird auch künftig stattfinden, da Trends, gesellschaftliche Entwicklungen und politische Rahmenbedingungen diese Branche entscheidend beeinflussen. Ziel dieses Buches ist es Zukunftsperspektiven für die Lebensmittelversorgung zu entwickeln und entsprechende Maßnahmen abzuleiten. Auf Basis eines Literaturstudiums wird das Konsumentenverhalten erläutert und ein Überblick über den Status Quo der Lebensmittelbranche gegeben. Im Rahmen der Sekundärforschung werden aktuelle Studien, Berichte sowie Bücher gesichtet und die wichtigsten Entwicklungen der Lebensmittelbranche erörtert. Mittels Experteninterviews wird ein Gesamtbild der zukünftigen Lebensmittelversorgung skizziert und Szenarien abgeleitet. Abschließend werden die umfangreichen Status quo- und Trend-Analysen mit den Erkenntnissen aus den Interviews sowie den praktischen Erfahrungen der Autorin kombiniert und strategische Empfehlungen für Politik, NGOs und Wirtschaft gegeben.

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