Rationing
Began before the war did on the 28th August 1939, with the rationing of bread and cereal products, meat, fats and dairy products, and sugar. In 1917 and 1918, rationing had caused a lot of war-weariness, and the Nazis were determined not to let this happen again. The allocation of food rations was based on occupation, age and race. Those in manual labour received more than those in a more secretarial position. Jews received less. Special allocations were given to pregnant women, nursing mothers and the ill.

The Nazis did not want to limit their people. For the first two years of the war, the Nazis were able to exploit the resources of the newly occupied countries to keep the German people satisfied, and while the Nazi-Soviet Pact was still intact there were significant imports of grain from the USSR. For the first two years of the war rationing was not a huge problem, but the shortages of coal, soap, washing powder and shoes did cause some discontent.

Workers
Increased conscription (which had begun in 1936) took many workers from the labour market and into war. At the same time, there was an intense need to increase armament. This meant that foreign labour was going to be needed, and a reduction of those working in consumer goods and non-essential work (such as those who worked in small, locally run shops). There was a ban on pay for overtime, Sunday work and night-shift working from September 1939 onwards. This resulted in growing levels in absenteeism, so by October this was reversed.

Women
Even though the Nazi ideology on women was for them to be in the house caring for children, cooking and cleaning, statistics did not reflect this. By 1939, there were 6,400,000 married women in employment and women as a whole made up 27% of the industrial workforce. This was unavoidable