Health and Wellness in Belgium

July 2024

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Providing active benefits
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Improved performance from plant-based products

PROSPECTS AND OPPORTUNITIES

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Vegetarian is the most popular claim in health and wellness cooking ingredients and meals in 2023

Immune support sees fastest growth within health and wellness cooking ingredients and meals

PROSPECTS AND OPPORTUNITIES

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Private label playing an important role in health and wellness staple foods

Consumers looking to cut back on meat consumption

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