



Euromonitor  
International

# Health and Wellness in Germany

August 2024

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EXECUTIVE SUMMARY

- Health and wellness in focus
- Consumer weight trends
- Consumer diet trends
- Health-related deaths
- Blood pressure and cholesterol levels
- Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Germany

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Hot drinks driven by functional and health benefit claims in 2023
- Natural remains one of the most popular health and wellness claims in hot drinks
- Messmer looks to leverage mainstream presence with new launch of medicinal tea

PROSPECTS AND OPPORTUNITIES

- Growing awareness of specific health claims set to support demand for health and wellness hot drinks over forecast period
- No allergens likely to retain strength in health and wellness hot drinks over forecast period
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HW Soft Drinks in Germany

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2023 DEVELOPMENTS

- Soft drinks with “good source of” claims grow due to rising consumer awareness
- Natural remains leading health and wellness claim in soft drinks
- Probiotic and immune support gain significance within soft drinks due to greater focus on gut health and metabolism

PROSPECTS AND OPPORTUNITIES

- Low fat and no added sugar to gain further popularity as health claims due to rising obesity rates in Germany
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Further growth for vegan snacks in 2023 as consumers continue to review their dietary preferences and lifestyles

Bone and joint health receives a boost due to increasing sales of nuts in 2023

#### PROSPECTS AND OPPORTUNITIES

Changing dietary habits and awareness of intolerance to certain ingredients set to prove positive within gluten free snacks

High protein savoury snacks still offers potential for expansion

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Lactose free is strong health and wellness claim in dairy products and alternatives

Expanding flexitarian population helps to drive demand for vegan and plant-based options

#### PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

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Gluten free is leading health and wellness claim in staple foods

Pasta with various health claims continues to be explored by German consumers

#### PROSPECTS AND OPPORTUNITIES

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Vegan and plant-based staple foods offer further development potential in Germany

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