



Euromonitor
International

HW Snacks in Germany

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Fruit snacks and snack bars with health claims find room for growth in dynamic market

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

Local consumers set to continue reviewing their meat and dairy intake, supporting demand for vegan and plant-based snacks

MARKET DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in Germany - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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