



HW Cooking Ingredients and Meals in Germany

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Health concerns lead the way in cooking ingredients and meals

Vegetarian leads health and wellness cooking ingredients and meals due to wide consumer base

Desire for a strong metabolism drives rapid growth of probiotic as a health and wellness claim within cooking ingredients and meals

PROSPECTS AND OPPORTUNITIES

Health and sustainability claims to be key for category's future development

No allergens offers further promise as health and wellness claim due to rising awareness of food intolerances

No salt set to rise over the forecast period

MARKET DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

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

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

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Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Cooking Ingredients and Meals 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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