



HW Snacks in Belgium

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasingly central role of snacking supports growing interest in healthier products

Providing active benefits

PepsiCo takes lead from Haribo in vegetarian snacks

PROSPECTS AND OPPORTUNITIES

Vegan expected to be an expanding niche in health and wellness snacks during the forecast period

Health and wellness increasingly tied to ethical concerns

Growing emphasis on functionality

CATEGORY 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

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

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Health and Wellness in Belgium - 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

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