



HW Cooking Ingredients and Meals in Belgium

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Belgians actively seek better Nutri-Scores when purchasing cooking ingredients and meals
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

Vegetarian to remain the most popular claim in health and wellness cooking ingredients and meals during the forecast period
No allergens to register fastest value growth
Health and wellness products need to take other trends into account

CATEGORY 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 8 - Forecast Sales of Cooking Ingredients and Meals 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

DISCLAIMER

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