



Euromonitor
International

HW Cooking Ingredients and Meals in Switzerland

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing concerns around the high intake of salt and sugar in Switzerland boosts sales of health and wellness products
Vegetarian remains the largest claim in health and wellness cooking ingredients and meals as consumers look to make more responsible choices
High protein diets reaching a wider audience, while olive oil finds favour among health conscious consumers

PROSPECTS AND OPPORTUNITIES

Demand for gluten free products set to expand to a wider audience
Vegan claims set to be a key focus of new product development as demand grows
Immune support and natural claims likely to attract health conscious consumers

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

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Health and Wellness in Switzerland - 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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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-cooking-ingredients-and-meals-in-switzerland/report.