



# 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

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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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