

Better For You Packaged Food in Germany

Market Direction | 2022-06-23 | 30 pages | Euromonitor

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Report description:

The pandemic has had a positive impact on health and wellness products, including better for you packaged food. On the one hand, the pandemic has heightened Germans' concerns about their own health, both physical and mental, which is why healthy eating has taken on a new relevance. On the other hand, due to greater time spent at home, many Germans have gained weight and are attempting to take positive steps to rectify this. Due to the negative image of sugar in particular, the demand for alterna...

Euromonitor International's Better For You Packaged Food in Germany report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: BFY Reduced Fat Packaged Food, BFY Reduced Salt Food, BFY Reduced Sugar Packaged Food.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Better For You Packaged Food market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International
June 2022

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Sugar seen as major cause of health issues, encouraging increasing numbers of consumers to seek alternatives

Reduced fat still popular among certain food categories

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