

## **Fortified/Functional Beverages in Germany**

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

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### **Report description:**

There is increasing interest in products fortified with protein in Germany. Moreover, there is demand for plant-based proteins as increasing numbers of consumers attempt to reduce their meat intake or the consumption of animal-derived proteins in general. Thus, products that contain protein and claim to also enhance one's fitness are popular. This is particularly noticeable in RTD coffee or products containing dairy that already naturally provide protein. The growing trend is mainly relevant in...

Euromonitor International's Fortified/Functional Beverages 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: FF Hot Drinks, FF Soft Drinks.

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

### **Why buy this report?**

- \* Get a detailed picture of the Fortified/Functional Beverages 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
June 2022

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