

Health and Wellness in Germany

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Report description:

In line with the lingering threat of the pandemic in Germany, demand for health and wellness products continued to grow in 2021. Increasing numbers of consumers are searching for perceived healthier food and beverages that contribute to enhanced nutrition. Thus, health and wellness products are increasingly popular and gaining share. This is particularly notable in organic as well as BFY reduced sugar beverages, which continued to grow in popularity in 2021. Drinks with a low/zero sugar position...

Euromonitor International's Health and Wellness 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: Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Type, Health Wellness by Prime Positioning.

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

Why buy this report?

- * Get a detailed picture of the Health and Wellness 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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BFY reduced sugar beverages lead the way

Subdued demand for BFY reduced caffeine beverages

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Potential for new government to introduce sugar tax

Further innovation and new product launches likely

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