

## **HW Cooking Ingredients and Meals in Belgium**

Market Direction | 2023-11-03 | 13 pages | Euromonitor

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### **Report description:**

Demand for healthy cooking ingredients and ready meals is on the rise in Belgium. Indeed, the Nutri-Score given to products is becoming more important for consumers, who are increasingly buying products with better Nutri-Scores especially concerning the trio of fat, sugar and salt content. In response, industry players are improving their recipes with healthier ingredients, and producing products with shorter ingredient lists and fewer preservatives. Industry players who have been present in the...

Euromonitor International's HW Cooking Ingredients and Meals in Belgium 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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

Why buy this report?

- \* Get a detailed picture of the HW Cooking Ingredients and Meals 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  
January 2024

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#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Belgians actively seek better Nutri-Scores when purchasing cooking ingredients and meals, while EU legislation introduces consumption limits on trans-fats

Vegetarian is the most popular claim in health and wellness cooking ingredients and meals in 2022

Brain health and memory sees rising importance within health and wellness cooking ingredients and meals

#### **PROSPECTS AND OPPORTUNITIES**

Vegetarian remains the most popular claim in health and wellness cooking ingredients and meals during the forecast period in value terms

No fat to register growth in value sales over the forecast period

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