

## **HW Snacks in Belgium**

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

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### **Report description:**

The health trend gathered momentum in Belgium during 2022 as consumers became increasingly concerned about rising obesity rates. This in turn generated greater interest in healthier snacks. Indeed, when seeking to snack and indulge themselves, consumers are increasingly including snacks as part of their diets and daily calorie intake. Hence, more people are seeking out snacks with less sugar.

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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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HW Snacks in Belgium  
Euromonitor International  
January 2024

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Consumers demonstrate rising interest in gluten free snacks, including those with no gluten intolerance

Search for healthier lifestyles mirrored by changing legislation

Meat free boosted within health and wellness snacks in 2022

#### **PROSPECTS AND OPPORTUNITIES**

Vegan is expected to be a growth niche in health and wellness snacks during the forecast period

Plant-based products show strong promise in health and wellness snacks over the forecast period

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Overview

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