

## **HW Snacks in Belgium**

Market Direction | 2024-07-31 | 15 pages | Euromonitor

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### **Report description:**

The health and wellness trend gathered momentum in Belgium during 2023 as consumers became increasingly concerned about rising obesity rates. With hectic modern lifestyles and more flexible working practices, many Belgian consumers are taking on a significant proportion of their calories through snacking. In combination with rising health awareness, this is generating greater interest in healthier snacks, including more people seeking out snacks with a lower sugar content. Growing awareness of t...

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 2019-2023, 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 2028 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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Euromonitor International  
July 2024

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HW SNACKS IN BELGIUM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasingly central role of snacking supports growing interest in healthier products

Providing active benefits

PepsiCo takes lead from Haribo in vegetarian snacks

PROSPECTS AND OPPORTUNITIES

Vegan expected to be an expanding niche in health and wellness snacks during the forecast period

Health and wellness increasingly tied to ethical concerns

Growing emphasis on functionality

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HEALTH AND WELLNESS IN BELGIUM

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Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

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Diabetes prevalence

DISCLAIMER

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