

HW Cooking Ingredients and Meals in Germany

Market Direction | 2024-08-15 | 18 pages | Euromonitor

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Report description:

Health concerns among German consumers continued to influence developments within packaged food in 2023. Despite inflationary pressures and rising prices, many health-conscious consumers continued to prioritise their health and were willing to pay marginally more for products that offered higher specific value. Concerns about calorie and carbohydrates intake were on the rise due to greater availability of information, especially on the internet. Local consumers are now better informed and more d...

Euromonitor International's HW Cooking Ingredients and Meals 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 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 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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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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HW COOKING INGREDIENTS AND MEALS IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Health concerns lead the way in cooking ingredients and meals

Vegetarian leads health and wellness cooking ingredients and meals due to wide consumer base

Desire for a strong metabolism drives rapid growth of probiotic as a health and wellness claim within cooking ingredients and meals

PROSPECTS AND OPPORTUNITIES

Health and sustainability claims to be key for category's future development

No allergens offers further promise as health and wellness claim due to rising awareness of food intolerances

No salt set to rise over the forecast period

MARKET DATA

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HEALTH AND WELLNESS IN GERMANY

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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