

HW Snacks in Germany

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

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Report description:

Concerns about calorie and carbohydrate intake continued to rise in Germany in 2023, supported by a greater interest in health and wellness since the pandemic and greater access to information, especially on the internet. This helped to support a number of health claims within snacks in Germany at the end of the review period, including snack bars and fruit snacks. With increasing interest in health and wellness, many local consumers are looking for convenient and on-the-go options that still pr...

Euromonitor International's HW Snacks 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 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
August 2024

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HW SNACKS IN GERMANY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fruit snacks and snack bars with health claims find room for growth in dynamic market

Further growth for vegan snacks in 2023 as consumers continue to review their dietary preferences and lifestyles

Bone and joint health receives a boost due to increasing sales of nuts in 2023

PROSPECTS AND OPPORTUNITIES

Changing dietary habits and awareness of intolerance to certain ingredients set to prove positive within gluten free snacks

High protein savoury snacks still offers potential for expansion

Local consumers set to continue reviewing their meat and dairy intake, supporting demand for vegan and plant-based snacks

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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