

HW Cooking Ingredients and Meals in Germany

November 2023

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KEY DATA FINDINGS

2022 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 leads probiotic to record rising sales within health and wellness cooking ingredients and meals

PROSPECTS AND OPPORTUNITIES

Health and sustainability claims to be key for category development

No allergens likely to show most promise in health and wellness cooking ingredients and meals during the forecast period

No salt set to rise over the forecast period

CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

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Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Germany - Industry Overview

EXECUTIVE SUMMARY

Overview

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