

HW Cooking Ingredients and Meals in Belgium

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Belgians actively seek better Nutri-Scores when purchasing cooking ingredients and meals, while EU legislation introduces consumption limits on trans-fats

Vegetarian is the most popular claim in health and wellness cooking ingredients and meals in 2022

Brain health and memory sees rising importance within health and wellness cooking ingredients and meals

PROSPECTS AND OPPORTUNITIES

Vegetarian remains the most popular claim in health and wellness cooking ingredients and meals during the forecast period in value terms

No fat to register growth in value sales over the forecast period

Growing popularity of dairy free 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

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Health and Wellness in Belgium - Industry Overview

EXECUTIVE SUMMARY

Overview

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