

# HW Snacks in Germany

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Fruit snacks and snack bars find room for growth in a dynamic market

Further growth for vegan snacks in 2022 as consumers continue to review their dietary preferences and lifestyles

Bone and joint health receives a boost due to increased sales of nuts in 2022

### PROSPECTS AND OPPORTUNITIES

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

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

### CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

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

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

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Table 8 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

## Health and Wellness in Germany - Industry Overview

### EXECUTIVE SUMMARY

Overview

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