

# 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

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## Health and Wellness in Germany - Industry Overview

### EXECUTIVE SUMMARY

Overview

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