

# HW Staple Foods in Germany

November 2023

Table of Contents

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Heightened health concerns drive demand for breakfast cereals with no or low sugar content

Gluten free leads health and wellness staple foods in 2022

Brain health and memory records value increase within health and wellness staple foods

#### PROSPECTS AND OPPORTUNITIES

High protein and keto pasta offer further development potential over forecast period

Vegan and plant-based staple foods offer further development potential in Germany

Digestive health set to grow due to greater awareness of gut health and immune system

#### CATEGORY DATA

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

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

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

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

## Health and Wellness in Germany - Industry Overview

### EXECUTIVE SUMMARY

Overview

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