



Euromonitor
International

HW Snacks in Germany

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KEY DATA FINDINGS

2024 DEVELOPMENTS

A positive year for health and wellness snacks

INDUSTRY PERFORMANCE

Health and animal welfare concerns informing new product development
Gluten free snacks benefit from a growing audience of consumers
Vegan products playing a leading role in the market

WHAT'S NEXT

High protein claims set to remain in vogue as consumers make healthier choices
Gluten free diets likely to remain an important sales driver
Vegan snacks set for a more stable growth path

CATEGORY DATA

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Health and Wellness in Germany - Industry Overview

EXECUTIVE SUMMARY

Consumers showing a growing willingness to invest in healthier products

INDUSTRY PERFORMANCE

Demand focusing on healthier, more sustainable and more ethical products
Natural, plant-based and high protein claims come to the fore

WHAT'S NEXT

Players to focus on reformulating products to meet evolving health and lifestyle trends

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