



HW Dairy Products and Alternatives in Germany

December 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Players responding to the changing needs of the market

INDUSTRY PERFORMANCE

Consumers making healthier and more ethical purchasing decisions
Low fat claims lose appeal as focus shifts to plant-based dairy
Lactose free claims gaining prominence

WHAT'S NEXT

Consumers will likely continue to focus on making more ethical and healthier choices
Rising obesity concerns remain a key sales driver
Focus on dietary health set to fuel the growth of lactose free claims

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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