



HW Staple Foods in Germany

December 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers continue to make heathier choices despite financial pressures

INDUSTRY PERFORMANCE

Consumers look to balance health and wellness claims with affordability
Organic staple foods see a strong recovery in 2024 but higher prices limit acceptance
Gluten free and high protein remain important claims

WHAT'S NEXT

Bright outlook for health and wellness staple foods
Organic claims likely to find growing appeal due to links to health and sustainability
Consumers expected to seek out healthier versions of their favourite foods

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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