



HW Snacks in Germany

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Fruit snacks and snack bars find room for growth in a dynamic market

Further growth for vegan snacks in 2022 as consumers continue to review their dietary preferences and lifestyles

Bone and joint health receives a boost due to increased sales of nuts in 2022

PROSPECTS AND OPPORTUNITIES

High protein savoury snacks still offers potential for expansion

Local consumers set to continue reviewing their meat and dairy intake, supporting demand for vegan and plant-based snacks

Changing dietary habits and awareness of intolerance to certain ingredients set to prove positive within hypoallergenic snacks

CATEGORY DATA

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

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

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

Table 4 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 5 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 6 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 7 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

[Health and Wellness in Germany - Industry Overview](#)

EXECUTIVE SUMMARY

Overview

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