



HW Dairy Products and Alternatives in Germany

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

High protein dairy products and alternatives continue to gain popularity in Germany

Lactose free leads health and wellness dairy products and alternatives in 2022

Keto claim supported by interest in plant-based dairy products and alternatives

PROSPECTS AND OPPORTUNITIES

Gut health concerns and acknowledgement to support further growth of probiotic dairy products and alternatives

Vegan offers further promise within health and wellness dairy products and alternatives

Weight management expected to benefit from rising health concerns

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Health and Wellness in Germany - Industry Overview

EXECUTIVE SUMMARY

Overview

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