



HW Staple Foods in Germany

November 2023

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HW Staple Foods in Germany - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Heightened health concerns drive demand for breakfast cereals with no or low sugar content

Gluten free leads health and wellness staple foods in 2022

Brain health and memory records value increase within health and wellness staple foods

PROSPECTS AND OPPORTUNITIES

High protein and keto pasta offer further development potential over forecast period

Vegan and plant-based staple foods offer further development potential in Germany

Digestive health set to grow due to greater awareness of gut health and immune system

CATEGORY DATA

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Health and Wellness in Germany - Industry Overview

EXECUTIVE SUMMARY

Overview

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