



HW Snacks in Belgium

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers demonstrate rising interest in gluten free snacks, including those with no gluten intolerance

Search for healthier lifestyles mirrored by changing legislation

Meat free boosted within health and wellness snacks in 2022

PROSPECTS AND OPPORTUNITIES

Vegan is expected to be a growth niche in health and wellness snacks during the forecast period

Plant-based products show strong promise in health and wellness snacks over the forecast period

Keto to show promise over the forecast period

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 Belgium - Industry Overview

EXECUTIVE SUMMARY

Overview

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