



HW Staple Foods in Belgium

November 2023

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HW Staple Foods in Belgium - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

New recipes with a better Nutri-Score represent most of the innovation in health and wellness staple foods, with consumer interest growing in gluten free and vegetarian

Gluten free is the leading claim in health and wellness staple foods in Belgium during 2022

No fat boosted by the EU tackling consumption of trans fats via legislation

PROSPECTS AND OPPORTUNITIES

Key role for Nutri-Scores in health and wellness staple foods over the forecast period, while gluten free to widen its appeal to non-allergy sufferers

High fibre to show the most promise in health and wellness staple foods during the forecast period

Probiotic to appeal to those hoping to strengthen their metabolism over the forecast period

CATEGORY DATA

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

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

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

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

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Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Belgium - Industry Overview

EXECUTIVE SUMMARY

Overview

DISCLAIMER

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