

# HW Cooking Ingredients and Meals in Switzerland

December 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Desire to reduce salt and sugar intake continues to spur sales growth  
Vegetarian remains the largest category of health and wellness cooking ingredients  
High protein sees demand spread from fitness enthusiasts

#### PROSPECTS AND OPPORTUNITIES

Demand for gluten free set to grow as the spotlight falls on coeliac disease  
Vegan slated for strong performance as consumers focus on sustainability and nutrition  
Immune support set to grow in importance as a health and wellness claim

#### CATEGORY DATA

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Overview

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