



Euromonitor
International

Health and Wellness in Germany

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EXECUTIVE SUMMARY

Consumers showing a growing willingness to invest in healthier products

INDUSTRY PERFORMANCE

Demand focusing on healthier, more sustainable and more ethical products
Natural, plant-based and high protein claims come to the fore

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Players to focus on reformulating products to meet evolving health and lifestyle trends

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HW Hot Drinks in Germany

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Natural, organic and functional hot drinks among the big winners in 2024

INDUSTRY PERFORMANCE

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HW Soft Drinks in Germany

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Consumers go in search of healthier and natural soft drinks

INDUSTRY PERFORMANCE

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Energy boosting claims retain their appeal

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[HW Cooking Ingredients and Meals in Germany](#)

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INDUSTRY PERFORMANCE

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HW Staple Foods in Germany

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INDUSTRY PERFORMANCE

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