



Euromonitor  
International

# HW Snacks in Germany

August 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fruit snacks and snack bars with health claims find room for growth in dynamic market

Further growth for vegan snacks in 2023 as consumers continue to review their dietary preferences and lifestyles

Bone and joint health receives a boost due to increasing sales of nuts in 2023

#### PROSPECTS AND OPPORTUNITIES

Changing dietary habits and awareness of intolerance to certain ingredients set to prove positive within gluten free snacks

High protein savoury snacks still offers potential for expansion

Local consumers set to continue reviewing their meat and dairy intake, supporting demand for vegan and plant-based snacks

#### MARKET DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

## Health and Wellness in Germany - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hw-snacks-in-germany/report](http://www.euromonitor.com/hw-snacks-in-germany/report).