



**Euromonitor
International**

HW Dairy Products and Alternatives in Germany

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Players responding to the changing needs of the market

INDUSTRY PERFORMANCE

- Consumers making healthier and more ethical purchasing decisions
- Low fat claims lose appeal as focus shifts to plant-based dairy
- Lactose free claims gaining prominence

WHAT'S NEXT

- Consumers will likely continue to focus on making more ethical and healthier choices
- Rising obesity concerns remain a key sales driver
- Focus on dietary health set to fuel the growth of lactose free claims

CATEGORY DATA

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Health and Wellness in Germany - Industry Overview

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

WHAT'S NEXT

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

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-dairy-products-and-alternatives-in-germany/report.