



# HW Cooking Ingredients and Meals in Germany

December 2025

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## HW Cooking Ingredients and Meals in Germany - Category analysis

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Consumers making more informed choices

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Vegetarian products attracting growing interest

Players adapting their offer to meet the growing demand for plant-based meals

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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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