



Euromonitor
International

HW Cooking Ingredients and Meals in Germany

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers making more informed choices

INDUSTRY PERFORMANCE

- Consumers looking to make healthier choices
- Vegetarian products attracting growing interest
- Players adapting their offer to meet the growing demand for plant-based meals

WHAT'S NEXT

- Players expected to reformulate their products to meet new NutriScore standards
- Bright outlook for vegetarian cooking ingredients and meals as demand grows
- Vegan claims set to be a growing feature of the market

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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