



HW Cooking Ingredients and Meals in Switzerland

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HW Cooking Ingredients and Meals in Switzerland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers looking for healthy, sustainable and natural cooking ingredients and meals

INDUSTRY PERFORMANCE

Rising health concerns pushing consumers to make healthier choices

Health and ethical considerations steer consumers towards plant-based diets

Natural claims gain weight as consumers focus on heart health

WHAT'S NEXT

Focus on home cooking and food allergies should benefit sales

Vegan claims set to benefit from new product development and innovation

Natural claims set to remain at the heart of the health and wellness movement

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Health and Wellness in Switzerland - Industry Overview

EXECUTIVE SUMMARY

Swiss consumers focus on making healthier choices

INDUSTRY PERFORMANCE

Health at the centre of consumer purchasing decisions as obesity rates rise

Health, sustainability, and animal welfare concerns push consumers towards plant-based diets

WHAT'S NEXT

Bright outlook for health and wellness with consumers making more informed choices

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