



HW Staple Foods in Germany

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Heightened health concerns drive demand for breakfast cereals with no or low sugar and fat content

Gluten free is leading health and wellness claim in staple foods

Pasta with various health claims continues to be explored by German consumers

PROSPECTS AND OPPORTUNITIES

High protein staple foods offers further development potential over forecast period

Vegan and plant-based staple foods offer further development potential in Germany

Growing awareness of gut health and supporting the immune system

MARKET DATA

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

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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

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