



HW Dairy Products and Alternatives in Belgium

July 2024

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2023 DEVELOPMENTS

High protein products target evolving consumer demand trends

Concerns about obesity support strength of low fat products

Improved performance from plant-based products

PROSPECTS AND OPPORTUNITIES

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Vegan and plant-based products show notable promise in health and wellness dairy products and alternatives

Health and wellness offers way forward for baby food players

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Health and Wellness in Belgium - 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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