



# HW Cooking Ingredients and Meals in Belgium

July 2024

Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Belgians actively seek better Nutri-Scores when purchasing cooking ingredients and meals  
Vegetarian is the most popular claim in health and wellness cooking ingredients and meals in 2023  
Immune support sees fastest growth within health and wellness cooking ingredients and meals

#### PROSPECTS AND OPPORTUNITIES

Vegetarian to remain the most popular claim in health and wellness cooking ingredients and meals during the forecast period  
No allergens to register fastest value growth  
Health and wellness products need to take other trends into account

#### CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2023-2028

### 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

#### DISCLAIMER

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