

# HW Snacks in Germany

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## Abstracts

Demand for snack bars and fruit snacks in Germany experienced steady growth towards the end of the review period. With increasing interest in health and wellness, many local consumers are looking for convenient and on-the-go options that provide the right balance of nutrition and flavour. One of the key drivers of growth within snack bars is the increasing popularity of plant-based and natural ingredients. Many consumers are looking for various types of snacks with free from claims, such as free...

Euromonitor International's HW Snacks in Germany report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the HW Snacks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
January 2024

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Further growth for vegan snacks in 2022 as consumers continue to review their dietary preferences and lifestyles

Bone and joint health receives a boost due to increased sales of nuts in 2022

#### PROSPECTS AND OPPORTUNITIES

High protein savoury snacks still offers potential for expansion

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HEALTH AND WELLNESS IN GERMANY  
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