

# Naturally Healthy Packaged Food in Germany

<https://marketpublishers.com/r/N6422895A23EN.html>

Date: June 2022

Pages: 28

Price: US\$ 990.00 (Single User License)

ID: N6422895A23EN

## Abstracts

The emergence of the pandemic changed the daily lives of many Germans. Most of them had to spend prolonged time at home, often limited in their leisure activities outside of the house and an increasing number of employees encouraged to work remotely. In addition, many children had to stay at home for several months during 2020 and 2021 due to the closure of schools, resulting in greater consumption occasions in the home. This also encouraged increasing numbers of consumers to cook from scratch d...

Euromonitor International's Naturally Healthy Packaged Food 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 2017-2021, 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 2026 illustrate how the market is set to change.

**Product coverage:** NH Cereal Bars, NH Dairy, NH Fruit and Nut Bars, NH Fruit Snacks, NH High Fibre Food, NH Honey, NH Nuts, Seeds and Trail Mixes, NH Olive Oil, NH Rice.

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

## Why buy this report?

Get a detailed picture of the Naturally Healthy Packaged Food 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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