

Europe Meal Replacement Products Market (2019-2025)

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Abstracts

The Europe Meal Replacement Products Market is expected to grow at a CAGR of 6.5% during 2019 -2025. The Germany market dominated the Europe Meal Replacement Products Market by Country 2018, thereby, growing at a CAGR of 5.7 % during the forecast period.

Meal replacement shakes have become key health products. Supplements that dieters use to replace solid foods are meal replacement shakes. Typically, consumers serve them in portions controlled by calories. Dieters are required to take replacement meals twice or once a day. Research shows that by reducing their daily calorie intake, many people can lose weight. And meal replacement shakes tend to promote weight loss. These are products that contain fewer calories per serving than the majority of meals. In fact, by reducing food cravings, they encourage the feeling of satiation.

It generally means that they deliver a few calories to the body and increase the general intake of food by the consumer. This eventually encourages weight loss. A consumer-friendly meal replacement shake includes fatty acids as well as vitamins and minerals. The omega-3 fatty acid is important to reduce inflammation of cells, boost immunity, and improve mental health. The best meal replacement shakes contain essential minerals and vitamins like potassium, magnesium, calcium, vitamin B, E, and K. All of this can help treat different types of nutritional deficiencies by providing all the necessary elements to the body.

Meal replacement powder was the dominant segment in the overall market during 2018. It is anticipated that the accelerated lifestyle and easy storage of powder products will drive this segment's growth. The suppliers also provide a free glass shaker with packets of powder. It has been projected that the availability of a variety of flavors would attract more customers who concentrate on weight management and lead a healthy lifestyle. Sportspeople in Europe mainly consume energy bars as meal replacement products and also to gain more nutritional content. A higher ratio of individuals, particularly

athletes, are opting for meal replacement products like shakes. They are doing so to mainly trim unnecessary fat or feed the muscles with the nutrition required for optimum recovery. This is projected to provide a push to market growth.

Based on Product, the market is segmented into Powder, Ready to Drink and Protein Bar. Based on Distribution Channel, the market is segmented into Online and Offline. The report also covers geographical segmentation of Meal Replacement Products market. The countries included in the report are Germany, UK, France, Russia, Spain, Italy and Rest of Europe.

Key companies profiled in the report include Abbott Laboratories (Abbott Nutrition), Glanbia PLC, General Mills, Inc., Bob's Red Mill Natural Foods, Inc., Unilever PLC, Nestle S.A., Herbalife International Inc., Kellogg Company, The Kraft Heinz Company and Blue Diamond Growers, Inc.

Scope of the Study

Market Segmentation:

By Product

Powder

Ready to Drink and

Protein Bar

By Distribution Channel

Online and

Offline

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

Abbott Laboratories (Abbott Nutrition)

Glanbia PLC

General Mills, Inc.

Bob's Red Mill Natural Foods, Inc.

Unilever PLC

Nestle S.A.

Herbalife International Inc.

Kellogg Company

The Kraft Heinz Company and

Blue Diamond Growers, Inc.

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