



Euromonitor
International

Health and Wellness in the US

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Health and Wellness in the US

EXECUTIVE SUMMARY

Consumers keen to make healthier choices despite financial pressures

INDUSTRY PERFORMANCE

Consumers pay more attention to what goes into their food and beverages
High protein claims capturing the attention of a wider audience

WHAT'S NEXT

GLP-1 drugs could shake up the market

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HW Hot Drinks in the US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Supply shortages push prices up limiting growth across hot drinks

INDUSTRY PERFORMANCE

Price pressures limit growth and development opportunities within hot drinks
Consumers want to cut back on caffeine without losing flavour
Natural and functional claims present new opportunities for development

WHAT'S NEXT

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HW Soft Drinks in the US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers keen to make healthier choices when it comes to soft drinks

INDUSTRY PERFORMANCE

New players shaking up the carbonates market with functional offerings
No sugar claims gain traction in carbonates
Energy boosting claims on the rise across the soft drinks market

WHAT'S NEXT

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[HW Snacks in the US](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers look to achieve healthy indulgence on a budget

INDUSTRY PERFORMANCE

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Taste remains important to winning over consumers despite health concerns
High protein claims tap into the need for health, value and convenience

WHAT'S NEXT

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness movement limited by budgetary constraints in 2024

INDUSTRY PERFORMANCE

Natural, organic and high protein claims prove popular despite economic pressures

Low fat dairy losing its appeal as consumers favour full fat options

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INDUSTRY PERFORMANCE

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Vegetarian claims lose their appeal as consumers focus on wellness trends

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HW Staple Foods in the US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Financial pressures force consumers to prioritise price despite rising health concerns

INDUSTRY PERFORMANCE

- Consumers look to make healthier choices but face financial constraints
- Producers of baked goods lean into added health claims to boost value sales
- Players look to reposition breakfast cereals as a healthier meal option

WHAT'S NEXT

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