



Health and Wellness in the US

January 2026

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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

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INDUSTRY PERFORMANCE

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INDUSTRY PERFORMANCE

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INDUSTRY PERFORMANCE

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INDUSTRY PERFORMANCE

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HW Staple Foods in the US

KEY DATA FINDINGS

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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

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