



Health and Wellness in New Zealand

January 2026

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Health and Wellness in New Zealand

EXECUTIVE SUMMARY

Wellness becomes more “everyday” as consumers balance clean choices with cost pressures

INDUSTRY PERFORMANCE

Sugar reduction becomes the default, driven by weight management and long-term health priorities
“Better for you” evolves beyond avoidance into functional, natural and free-from choices

WHAT'S NEXT

More targeted wellness will drive growth, led by functional segmentation and clean-label credibility

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HW Hot Drinks in New Zealand

KEY DATA FINDINGS

2024 DEVELOPMENTS

No sugar hot drinks expand as consumers moderate sweetness without giving up routine comfort

INDUSTRY PERFORMANCE

Local flavour pride and mindful consumption influence hot drinks choices
Natural wellness ingredients strengthen their role in hot drink innovation
Sugar reduction becomes a mainstream expectation across hot drinks

WHAT'S NEXT

Functional benefits and mental wellbeing cues are expected to shape innovation
Natural positioning is set to evolve through transparency and authenticity cues
No sugar hot drinks will grow as new players enter with clean-label indulgence

CATEGORY DATA

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HW Soft Drinks in New Zealand

KEY DATA FINDINGS

2024 DEVELOPMENTS

No sugar soft drinks remain central as wellness choices become everyday habits

INDUSTRY PERFORMANCE

Functional wellness beverages gain momentum beyond energy and hydration occasions
Sugar reduction remains a priority as portion control and policy discussions intensify
Naturally flavoured sparkling water expands as the “clean refreshment” alternative

WHAT'S NEXT

Emotional wellbeing and tailored functionality are expected to deepen category segmentation
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Natural soft drinks will benefit from clean labels, sustainability cues, and local authenticity

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[HW Snacks in New Zealand](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Functional and allergen-safe snacking gains momentum alongside clean-label indulgence

INDUSTRY PERFORMANCE

Digestive health, high-protein snacking and clearer allergen communication reshape the category
Gluten-free shifts from niche dietary need to broader 'safe choice' and wellness shorthand
Natural positioning benefits from clean-label trust, local authenticity and ingredient transparency

WHAT'S NEXT

Emotional wellness, gut health and protein will intensify as consumers look for 'everyday functionality'
Gluten-free is expected to remain a growth engine as it becomes more mainstream and more multifunctional
Natural will continue to gain relevance as clean-label expectations and sustainability become inseparable

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[HW Dairy Products and Alternatives in New Zealand](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sugar reduction and gut health claims reshape what "healthy dairy" means

INDUSTRY PERFORMANCE

Health-led scrutiny pushes brands towards lower sugar recipes and functional positioning
Good source of minerals remains a core dairy reassurance cue, especially through calcium messaging
Low fat stays relevant but increasingly competes with newer health priorities

WHAT'S NEXT

Low sugar and digestive health will remain the most important engines of future dairy wellness growth
Good source of minerals is expected to stay resilient as bone health concerns and everyday nutrition needs grow
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[HW Cooking Ingredients and Meals in New Zealand](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-led convenience supports everyday cooking decisions

INDUSTRY PERFORMANCE

Health-conscious choices remain strong despite ongoing price pressure
Vegetarian cooking ingredients and meals gains relevance through flexitarian lifestyles and inclusivity
Natural, low sugar and functional positioning expand beyond niche products

WHAT'S NEXT

Functional health, local sourcing and “fake-away” flavours will shape innovation
Vegetarian is expected to grow as plant-based solutions become more mainstream
Natural and functional claims will keep growing, especially in spreads and meal enhancers

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HW Staple Foods in New Zealand

KEY DATA FINDINGS

2024 DEVELOPMENTS

Gluten-free remains the standout claim as health-led reformulation and lifestyle diets expand

INDUSTRY PERFORMANCE

Plant-based eating expands through flexitarian habits and younger consumers' openness to trial

Gluten-free product development keeps evolving, supported by mainstream health priorities and staple demand

High fibre benefits as processed fruit and vegetables offer affordable nutrition with clearer health cues

WHAT'S NEXT

Nutrition literacy, gut health and category reinvention are expected to shape staple foods demand

Gluten-free is expected to diversify further as brands target multiple lifestyle needs simultaneously

High fibre positioning will remain important but may evolve through clearer functional messaging and new formats

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