



Euromonitor  
International

# HW Snacks in the US

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Table of Contents

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Plant-based is a rising claim as consumers value health, the environment and animal welfare

Gluten free accounts for the highest sales within health and wellness snacks, as the consumer base is not limited to those with gluten intolerance

Consumers look to boost their gut health to improve immunity

#### PROSPECTS AND OPPORTUNITIES

Growth in health and wellness snacks likely to be driven by the reduction of less healthy ingredients and the inclusion of healthy ingredients

Concern for health set to drive the highest actual growth for gluten free snacks, but vegetarian snacks also set to see dynamism

Good source of minerals set to rise as consumers aim to increase their metabolism

#### MARKET DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

## Health and Wellness in the US - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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