



HW Snacks in the US

January 2026

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HW Snacks in the US - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers look to achieve healthy indulgence on a budget

INDUSTRY PERFORMANCE

Consumers paying more attention to what goes into their snacks

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

Rise of GLP-1s set to have a growing impact on the snacks market

New legislation could provide a boost to sales of natural snacks

High protein claims still full of potential

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Health and Wellness in the US - Industry Overview

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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