



# HW Cooking Ingredients and Meals in the US

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## HW Cooking Ingredients and Meals in the US - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Consumers making healthier choices but financial pressures remain a barrier to growth

#### INDUSTRY PERFORMANCE

High protein diets thriving while product ingredients come under growing scrutiny

Consumers lose interest in gluten free claims as other priorities take precedence

Vegetarian claims lose their appeal as consumers focus on wellness trends

#### WHAT'S NEXT

Keto trend set to expand while gut health comes to the fore

Category maturity is expected to limit the growth of gluten free products

Producers of vegan and vegetarian products may need to revamp their image

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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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