



HW Cooking Ingredients and Meals in the US

January 2026

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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

CATEGORY DATA

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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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