



HW Staple Foods in the US

January 2026

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HW Staple Foods in the US - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Financial pressures force consumers to prioritise price despite rising health concerns

INDUSTRY PERFORMANCE

Consumers look to make healthier choices but face financial constraints

Producers of baked goods lean into added health claims to boost value sales

Players look to reposition breakfast cereals as a healthier meal option

WHAT'S NEXT

Players may need to focus on adding value as production costs rise

Companies could lean into specific claims such as gluten free to add value

GLP-1 medications could open up new opportunities for high protein staple foods

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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