



HW Cooking Ingredients and Meals in Australia

December 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-led renovation accelerates across sauces, oils and convenient meals

INDUSTRY PERFORMANCE

Clearer labelling and reformulation support sugar avoidance and healthier everyday choices

Gluten free becomes an everyday expectation, supported by mainstream innovation and strict compliance

Natural and “less processed” cues gain importance, reinforced by trust and provenance

WHAT'S NEXT

Value-led health innovation will centre on cooking confidence, convenience and “better for you” staples

Gluten free is expected to keep growing through broader formats and more family-friendly innovation

Natural is expected to remain resilient, strengthened by anti-ultra-processed sentiment and transparency demands

CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024

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[Health and Wellness in Australia - Industry Overview](#)

EXECUTIVE SUMMARY

Health and wellness in Australia pivots towards sugar reduction, functionality and credible everyday benefits

INDUSTRY PERFORMANCE

Sugar reduction and metabolic health concerns shape category-wide performance

Functionality, gut health and protein move health and wellness beyond avoidance

WHAT'S NEXT?

Mainstream integration of functional, lower-sugar and clean-label products will drive future growth

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