



HW Snacks in the United Kingdom

December 2025

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HW Snacks in the United Kingdom - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales of health and wellness snacks on the rise fuelled in part by HFSS regulations

INDUSTRY PERFORMANCE

HFSS regulations having a big impact on the snacks market

Plant-based offerings a growing focus of the UK's snacks market

New launches increase access to gluten free snacks in 2024

WHAT'S NEXT

Updates to HFSS regulations could present new opportunities for the category

Vegan, vegetarian plant-based snacks set to attract growing interest and investment

Gluten-free claims set to be a growing feature of the market

CATEGORY DATA

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Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024

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Health and Wellness in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

UK consumers focus on making healthier choices

INDUSTRY PERFORMANCE

Players promote added functionality to push sales

Consumers demand healthier, natural, and ethical products

WHAT'S NEXT

Updates to HFSS regulations set to influence the market's growth and development

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