



Euromonitor  
International

# HW Snacks in the United Kingdom

December 2025

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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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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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