



HW Cooking Ingredients and Meals in the United Kingdom

December 2025

HW Cooking Ingredients and Meals in the United Kingdom - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

New HFSS regulations and ethical considerations shaping the market

INDUSTRY PERFORMANCE

Consumers demanding safer and healthier options in their shopping baskets

Vegetarian products capturing a growing share of the market

New product development supports growth in vegan cooking ingredients and meals

WHAT'S NEXT

Consumers expected to focus on making healthier food choices

Vegetarian products may need to focus on clean label innovation to push stronger growth

Vegan products should benefit from the growing focus on the benefits of plant-based diets

CATEGORY DATA

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

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

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2024-2029

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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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