



# HW Staple Foods in the United Kingdom

December 2025

Table of Contents

## HW Staple Foods in the United Kingdom - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Britons looking to make healthier and more responsible purchases

#### INDUSTRY PERFORMANCE

HFSS regulations push players to reformulate their portfolios

Vegetarian claims add value in an increasingly challenging market

Producers of meat and seafood substitutes looking to improve the taste and texture of their products to revive demand

#### WHAT'S NEXT

Gut health and high protein diets informing new product development

Vegetarian claims could be key to winning over health conscious shoppers

Veganism set to play a growing role in the market

#### CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024

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

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2024-2029

#### COUNTRY REPORTS DISCLAIMER

[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

#### COUNTRY REPORTS DISCLAIMER

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/hw-staple-foods-in-the-united-kingdom/report](http://www.euromonitor.com/hw-staple-foods-in-the-united-kingdom/report).