



Euromonitor
International

HW Snacks in New Zealand

October 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Concerns over childhood obesity boosts no sugar and low sugar claims
Gluten free remains largest health and wellness snacks claim despite sales declines
Rising environmental concerns drive strong demand for plant-based products

PROSPECTS AND OPPORTUNITIES

Health and wellness preferences likely to come back into focus
Gluten free snacks will return to growth as consumers seek digestion-friendly snacks
Vegan snacks set to continue booming but meat could also appeal in high protein snacks

CATEGORY DATA

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Health and Wellness in New Zealand - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus
Consumer weight trends
Consumer diet trends
Health-related deaths
Blood pressure and cholesterol levels
Diabetes prevalence

DISCLAIMER

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