



Euromonitor  
International

# HW Snacks in New Zealand

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Functional and allergen-safe snacking gains momentum alongside clean-label indulgence

INDUSTRY PERFORMANCE

Digestive health, high-protein snacking and clearer allergen communication reshape the category  
Gluten-free shifts from niche dietary need to broader ‘safe choice’ and wellness shorthand  
Natural positioning benefits from clean-label trust, local authenticity and ingredient transparency

WHAT’S NEXT

Emotional wellness, gut health and protein will intensify as consumers look for ‘everyday functionality’  
Gluten-free is expected to remain a growth engine as it becomes more mainstream and more multifunctional  
Natural will continue to gain relevance as clean-label expectations and sustainability become inseparable

CATEGORY DATA

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Health and Wellness in New Zealand - Industry Overview

EXECUTIVE SUMMARY

Wellness becomes more “everyday” as consumers balance clean choices with cost pressures

INDUSTRY PERFORMANCE

Sugar reduction becomes the default, driven by weight management and long-term health priorities  
“Better for you” evolves beyond avoidance into functional, natural and free-from choices

WHAT’S NEXT

More targeted wellness will drive growth, led by functional segmentation and clean-label credibility

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