



HW Snacks in New Zealand

January 2026

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HW Snacks in New Zealand - Category analysis

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

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

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

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

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

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

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

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

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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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