



HW Dairy Products and Alternatives in New Zealand

January 2026

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sugar reduction and gut health claims reshape what “healthy dairy” means

INDUSTRY PERFORMANCE

Health-led scrutiny pushes brands towards lower sugar recipes and functional positioning

Good source of minerals remains a core dairy reassurance cue, especially through calcium messaging

Low fat stays relevant but increasingly competes with newer health priorities

WHAT'S NEXT

Low sugar and digestive health will remain the most important engines of future dairy wellness growth

Good source of minerals is expected to stay resilient as bone health concerns and everyday nutrition needs grow

Low fat is likely to soften as “naturalness” and sugar reduction become more persuasive health cues

CATEGORY DATA

Table 1 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024

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

Table 3 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 4 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 5 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20

Table 6 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2

Table 7 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 8 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029

Table 9 - Forecast Sales of Dairy Products and Alternatives 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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