



Euromonitor
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HW Staple Foods in New Zealand

October 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing interest in keto diets encourages innovation

Gluten free remains the largest claim in health and wellness staple foods

Vegan and vegetarian staple foods struggle due to cost and health concerns as many opt for natural alternatives

PROSPECTS AND OPPORTUNITIES

Opportunities for growth in sales of private label health and wellness staple foods

Vegan and vegetarian claims return to good growth as inflation softens and health, environmental and ethical concerns intensify

Packaged flat bread likely to offer a nexus of innovative claim combinations in forecast period

CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 5 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 6 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

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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