



HW Staple Foods in New Zealand

January 2026

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HW Staple Foods in New Zealand - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Gluten-free remains the standout claim as health-led reformulation and lifestyle diets expand

INDUSTRY PERFORMANCE

Plant-based eating expands through flexitarian habits and younger consumers' openness to trial

Gluten-free product development keeps evolving, supported by mainstream health priorities and staple demand

High fibre benefits as processed fruit and vegetables offer affordable nutrition with clearer health cues

WHAT'S NEXT

Nutrition literacy, gut health and category reinvention are expected to shape staple foods demand

Gluten-free is expected to diversify further as brands target multiple lifestyle needs simultaneously

High fibre positioning will remain important but may evolve through clearer functional messaging and new formats

CATEGORY DATA

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

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

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

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

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

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

Table 9 - Forecast Sales of Staple Foods 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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