

Sustainability Claims: Diets

August 2025

Table of Contents

INTRODUCTION

Scope

Key findings

Sustainability Claims: Global overview

Global review of sustainability attribute groups

Diets: Market Size across industries

Global investment in sustainability attributes

WHERE TO PLAY

Finding the right markets

Market size: Top 10 countries in Diets

Product prevalence: Top 10 countries in Diets Price positioning: Top 10 countries in Diets

HOW TO WIN: PRODUCT CATEGORIES

Finding the right product categories Market size: Top 10 categories in Diets

Product prevalence: Top 10 categories in Diets Price positioning: Top 10 categories in Diets

HOW TO WIN: PRODUCT CLAIMS

Finding the right product claims Market size: Top 10 Diets claims

Product prevalence: Top 10 Diets claims Price positioning: Top 10 Diets claims

COMPETITOR ANALYSIS

Top player performance

Company sales: Top 10 players in Diets Product prevalence: Top 10 players in Diets Price positioning: Top 10 players in Diets

CONCLUSION

Key takeaways

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sustainability-claims-diets/report.