

## **Health and Wellness in Australia**

Market Direction | 2023-11-03 | 62 pages | Euromonitor

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### **Report description:**

The health and wellness industry continues to grow in importance post-pandemic as consumers become more aware of the negative health impact of processed foods, seeking healthier foods and beverages from a range of claims such as natural, organic, good source of minerals/vitamins, no sugar/no added sugar (particularly in beverages), low fat and high protein/fibre.

Euromonitor International's Health and Wellness in Australia report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals, HW Dairy Products and Alternatives, HW Hot Drinks, HW Snacks, HW Soft Drinks, HW Staple Foods.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

#### **Why buy this report?**

- \* Get a detailed picture of the Health and Wellness market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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reliable information resources to help drive informed strategic planning.

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Consumers value hot drinks that address health concerns, but high prices and uncertainty about health benefits contribute to decline for organic

Natural has the leading sales in health and wellness hot drinks in 2022, although concerns about taste prevent growth

Vegetarian claim rises in importance in 2022, as more consumers consider such products for reasons including health, animal welfare, and the environment

#### **PROSPECTS AND OPPORTUNITIES**

Rising consumer knowledge of health and diet set to drive growth for organic hot drinks and products for immune health

As consumers try to avoid overprocessed drinks, natural is also expected to be the most promising in health and wellness hot drinks to 2027

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High fibre records growth within health and wellness soft drinks in 2022 as consumers want to look after their metabolism

#### **PROSPECTS AND OPPORTUNITIES**

Vegan and vegetarian juice well-positioned for growth

No sugar also set to be the most promising in health and wellness soft drinks to 2027, with potential for legislative measures

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Expanding consumer base sees gluten free account for the highest share in health and wellness snacks

With increasing health concerns, no allergens records value sales increase in health and wellness snacks

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Demand for plant-based and less processed health and wellness snacks well-positioned for growth, especially with the potential for more restrictive legislation

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With new product developments and concerns about health, low sugar witnessed growth in 2022

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High fibre leads health and wellness staple foods in 2022 as consumers try and limit the chances of health problems

No sugar shows good growth in health and wellness staple foods in 2022, and government plans mean growth is set to continue

#### PROSPECTS AND OPPORTUNITIES

Consumer desire for healthier and sustainable lifestyles will drive solid demand for plant-based and dietary and free from staple foods

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