

HW Cooking Ingredients and Meals in Australia

Market Direction | 2023-11-03 | 13 pages | Euromonitor

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Report description:

The COVID-19 pandemic saw consumers place an increased focus on their overall health and wellbeing. More and more consumers looked for ways to maintain good health, as they became increasingly concerned about COVID-19 infection and their ability to recover from it. This saw a growing number of consumers shift to make health a key priority, and they actively looked for ways to incorporate positive changes in their daily lives. This trend continued in 2022, despite the easing of the pandemic, and...

Euromonitor International's HW Cooking Ingredients and Meals 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 by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

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

Why buy this report?

- * Get a detailed picture of the HW Cooking Ingredients and Meals 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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HW COOKING INGREDIENTS AND MEALS IN AUSTRALIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

The lasting impact of COVID-19 drives demand for health and wellness cooking ingredients and meals

Gluten free accounts for the highest sales within health and wellness cooking ingredients and meals due to changing dietary preferences

Keto records rising sales within health and wellness cooking ingredients and meals, as a keto diet becomes increasingly popular

PROSPECTS AND OPPORTUNITIES

Products positioned for brain health, as well as low/no fat and sugar projected to grow

Vegan set to see growth, as health, animal welfare and the environment are increasingly important to consumers

Lactose free expected to increase as consumers look to improve their dietary habits

CATEGORY DATA

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HEALTH AND WELLNESS IN AUSTRALIA

EXECUTIVE SUMMARY

Overview

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