

HW Snacks in New Zealand

Market Direction | 2023-11-07 | 10 pages | Euromonitor

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Report description:

While health and wellness preferences have been an important growth driver in plant-based and vegan snacks, consumers' increased awareness of the environmental impact of their consumption patterns has become a key factor. Greenhouse gas emissions from the local dairy and agriculture sector became a major topic of consideration in New Zealand over 2022, with this being a focal point of the New Zealand Government's climate change strategy. New Zealand consumers are increasingly looking to shift to...

Euromonitor International's HW Snacks in New Zealand 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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 SNACKS IN NEW ZEALAND

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Environmental factors drive demand for plant-based products

2022 sees gluten free in the lead in health and wellness snacks

Low salt claim grows in importance with rising awareness of the attendant health risk posed by salt

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Gluten free set to see strongest performance in health and wellness snacks over the forecast period

Lactose free to benefit from animal welfare concerns

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HEALTH AND WELLNESS IN NEW ZEALAND

EXECUTIVE SUMMARY

Overview

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