

HW Snacks in the United Kingdom

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

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Report description:

Retail value sales of low sugar snacks continued to grow in 2022. Since the pandemic, local consumers have been paying greater attention to the impact that food has on their health, especially as media reports highlighted that those who are overweight or obese are more likely to become seriously ill with the virus. Negative publicity surrounding the impact of sugar on health has increased interest in low sugar snacks, and players have responded to this trend by increasing their offer of products...

Euromonitor International's HW Snacks in United Kingdom 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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Table of Contents:

HW Snacks in the United Kingdom
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List Of Contents And Tables

HW SNACKS IN THE UNITED KINGDOM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Expanding offer of low sugar snacks in 2022 supports value growth

2022 sees vegan in the lead within health and wellness snacks, driven by changing lifestyles and sustainability concerns

Cardiovascular health claim on the rise in 2022 in line with rising weight gain concerns in the UK

PROSPECTS AND OPPORTUNITIES

Stable demand for high protein snack bars over the forecast period

Further promise for vegan health and wellness snacks due to expansion of target audience

Probiotic expected to record positive performance, supported by demand for greater functionality

CATEGORY DATA

Table 1 Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 4 Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 5 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 6 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 7 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 8 Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 9 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

HEALTH AND WELLNESS IN THE UNITED KINGDOM

EXECUTIVE SUMMARY

Overview

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