

Health and Wellness in Australia

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Report description:

The health and wellness industry continues to gain greater significance overall, particularly in the wake of the pandemic, as consumers have become more cognisant of the negative impact of processed food and a range of drinks on their health and wellbeing. The virus disproportionately affected those with underlying health conditions, such as obesity and diabetes, making people more conscious of the need to take care of their health and boost their overall immunity. As a result, people are increa...

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 2019-2023, 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 2028 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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Australian consumers continue to appreciate hot drinks that appear to address health concerns

Natural continues to lead sales of health and wellness hot drinks in 2023, with concerns about taste less of an issue than in the previous year

Vegetarian hot drinks continues to see rising sales in 2023 due to ongoing health, animal welfare, and environmental concerns

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No sugar remains leading health and wellness claim in soft drinks, driven by consumer awareness of negative health impacts

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Health concerns encourage reduction of sugar intake and new product development

PROSPECTS AND OPPORTUNITIES

Demand for plant-based options set to grow, supported by new launches

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Products positioned for brain health, as well as low fat and sugar projected to grow

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HW STAPLE FOODS IN AUSTRALIA

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Australians increasingly adopt more sustainable lifestyles, driving up demand for plant-based staple foods
High fibre is leading health and wellness claim in staple foods, driven by consumers? attempts to improve nutritional intake through convenient options
Focus on reducing sugar intake supported by government in Australia
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