

HW Cooking Ingredients and Meals in Australia

Market Direction | 2024-07-31 | 18 pages | Euromonitor

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Report description:

The pandemic forced consumers in Australia to place a greater focus on their overall health and wellbeing. As concerns over the impact of contracting COVID-19 and their ability to recover from it grew, an increasing number of consumers looked for ways to maintain good health and incorporate positive changes into their daily lives. This trend continued in 2023, despite the slowing impact of the virus, and in line with this, many consumers continued to closely scrutinise their food and dietary cho...

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 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 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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Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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July 2024

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KEY DATA FINDINGS
2023 DEVELOPMENTS

Lingering impact of pandemic drives further demand for health and wellness cooking ingredients and meals
Gluten free remains leading health and wellness claim in cooking ingredients and meals due to changing dietary preferences
Players continue to address health and wellness trend with new launches

PROSPECTS AND OPPORTUNITIES
Products positioned for brain health, as well as low fat and sugar projected to grow
Increasing importance of health, animal welfare and the environment for local consumers set to drive plant-based, vegan and vegetarian claims
Lactose free expected to gain momentum as consumers look to improve their dietary habits

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HEALTH AND WELLNESS IN AUSTRALIA
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Consumer diet trends
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Blood pressure and cholesterol levels
Diabetes prevalence
DISCLAIMER

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