

HW Snacks in Australia

Market Direction | 2024-07-31 | 16 pages | Euromonitor

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Report description:

Consumer concern for health and wellness in Australia continued to rise in 2023, following on from the impact of the pandemic. Australians are increasingly searching for ways to adopt healthier living habits, and placing a greater focus on the foods they consume. Health is currently a primary consideration for consumers when shopping for such products, with those with clear health messaging well-positioned for growth. Within snacks, this trend is reflected in the growing sales of plant-based opt...

Euromonitor International's HW Snacks 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 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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reliable information resources to help drive informed strategic planning.

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HW SNACKS IN AUSTRALIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Plant-based snacks with free from claims benefit from the health and wellness trend

Gluten free is leading health and wellness claim in snacks due to expanding consumer base

Players address demand for healthier snacks by reducing sugar content

PROSPECTS AND OPPORTUNITIES

Demand for less processed health and wellness snacks well-positioned for growth, especially with the potential for more restrictive legislation

Reduced reliance on animal-based products set to drive further sales of vegan in health and wellness snacks over forecast period

Rising awareness of food intolerance to drive up value sales of no allergens in health and wellness snacks

CATEGORY DATA

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HEALTH AND WELLNESS IN AUSTRALIA

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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