

## **Health and Wellness in the US**

Market Direction | 2024-08-06 | 68 pages | Euromonitor

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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 USA 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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HW HOT DRINKS IN THE US

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2023 DEVELOPMENTS

Striking a balance between energy and calm drives sales of no caffeine hot drinks

"Health halo" perception of plant-based hot drinks drives exceptional growth

Coffee accounts for most sales of natural products within health and wellness hot drinks

PROSPECTS AND OPPORTUNITIES

No fat set to grow over the forecast period, as consumers seek to control their weight and maintain health

Increasing fragmentation of health benefit claims expected to be seen

Health concerns will see no allergens maintain growth in health and wellness hot drinks

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As consumers look to improve their gut health, digestive health and probiotic/prebiotic soft drinks are key

Energy boosting is still one to watch, as consumers seek to cope with busy lives

PROSPECTS AND OPPORTUNITIES

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Natural set to remain a significant health and wellness claim in soft drinks, and will see continued growth

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Plant-based is a rising claim as consumers value health, the environment and animal welfare

Gluten free accounts for the highest sales within health and wellness snacks, as the consumer base is not limited to those with gluten intolerance

Consumers look to boost their gut health to improve immunity

##### PROSPECTS AND OPPORTUNITIES

Growth in health and wellness snacks likely to be driven by the reduction of less healthy ingredients and the inclusion of healthy ingredients

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Organic dairy products and alternatives maintains solid growth as consumers value the health and environmental benefits of such products

Low fat leads health and wellness dairy products and alternatives due to health and weight concerns, but various factors hamper growth

Lactose free remains an important claim as concerns about wellbeing continue to expand in 2023

##### PROSPECTS AND OPPORTUNITIES

No/low/no added sugar claims expected to see growth over 2023-2028 as consumers understand the need for a healthier diet

Good source of minerals set to see a strong performance over the forecast period as consumers look to boost their metabolism

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Vegan and plant-based will be claims to watch as consumers seek to have a positive impact on their health, the environment, and animal welfare

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Gluten free leads health and wellness cooking ingredients and meals due to the wide consumer group

As consumers look for products that align with a specific diet, keto records a rise within health and wellness cooking ingredients and meals

##### PROSPECTS AND OPPORTUNITIES

Holistic approach to health will continue to drive growth

Interest in diet, the environment and animal welfare will contribute to growth for plant-based cooking ingredients and meals

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Gluten free leads health and wellness staple foods, as the consumer base extends beyond those with gluten intolerance  
Keto staple foods continues to rise as more consumers move towards a lower carb diet

#### PROSPECTS AND OPPORTUNITIES

Dietary and free from claims set to drive growth in the forecast period

Gluten free still expected to offer opportunities for growth in the forecast period

Desire to boost metabolism and improve gut health set to lead to growth for probiotic claim over the forecast period

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