

HW Cooking Ingredients and Meals in the US

Market Direction | 2024-08-06 | 18 pages | Euromonitor

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Report description:

Interest in labels and certifications that highlight positive and/or "healthy" attributes is increasing in the US, as consumers are looking for functionality, and are taking a more balanced approach to diet, instead of simply consuming foods with reduced ingredients such as sugar and fat. This comes from the idea that consumers prefer positive outcomes, rather than just avoiding negative ones. Consumers have become less focused on cutting out specific nutrients, such as fat, and have instead beg...

Euromonitor International's HW Cooking Ingredients and Meals 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 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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HW COOKING INGREDIENTS AND MEALS IN THE US
KEY DATA FINDINGS
2023 DEVELOPMENTS

Consumers continue to migrate to functional claims such as high protein, rather than "low/no" claims
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
Immune support set to benefit from consumer interest in preventing health problems

MARKET DATA
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HEALTH AND WELLNESS IN THE US
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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