

## **HW Snacks in the United Kingdom**

Market Direction | 2024-08-05 | 16 pages | Euromonitor

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### **Report description:**

Retail value sales of snacks with no sugar claims continued to grow in 2023. Post-pandemic, local consumers continue to pay significant attention to the impact that food has on their health, including the greater risk of being overweight or obese through the regular consumption of snacks high in sugar. Negative publicity surrounding the impact of sugar on health has increased interest in snacks accompanied by claims of low, no added or no sugar, and players have responded to this trend by increa...

Euromonitor International's HW Snacks in United Kingdom 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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## **Table of Contents:**

HW Snacks in the United Kingdom  
Euromonitor International  
August 2024

List Of Contents And Tables

HW SNACKS IN THE UNITED KINGDOM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Players continue to focus on developing snacks that address HFSS legislation

Vegetarian is leading health and wellness claim in snacks, driven by changing lifestyles and sustainability concerns

Plant-based snacks continues to gain strong momentum as players expand their portfolios

PROSPECTS AND OPPORTUNITIES

Stable demand for high protein snacks over the forecast period

Players look to add vitamin content to snacks to appeal to both children and parents

Increasing focus on gut health to support immune system set to benefit a number of health and wellness claims

CATEGORY DATA

Table 1 Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 2 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 4 Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 5 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 6 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 7 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 8 Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 9 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

HEALTH AND WELLNESS IN THE UNITED KINGDOM

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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