

## **Health and Wellness in New Zealand**

Market Direction | 2024-10-04 | 69 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 New Zealand 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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Consumer weight trends  
Consumer diet trends  
Health-related deaths  
Blood pressure and cholesterol levels  
Diabetes prevalence

**DISCLAIMER**

**HW HOT DRINKS IN NEW ZEALAND**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

New ways of working driving increased interest in many claims  
No sugar the leading claim as consumers seek to improve health  
High protein drops to insignificant sales but sees major new launch in 2023

**PROSPECTS AND OPPORTUNITIES**

Organic hot drinks to benefit from conscientious consumption trend  
No sugar to remain leading claim but would see even stronger growth if sugary drinks tax were introduced  
Plant-based claims may emerge in other hot drinks in forecast period

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**HW SOFT DRINKS IN NEW ZEALAND**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Reduced sugar struggles to appeal, with no sugar the largest claim and drives overall growth, as consumers seek to tackle excess weight  
No sugar claims expanding from carbonates and seeing strong growth in other soft drinks categories  
Disruptor launch in probiotic carbonates could shake up claim

## PROSPECTS AND OPPORTUNITIES

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Gluten free remains largest health and wellness snacks claim despite sales declines

Rising environmental concerns drive strong demand for plant-based products

## PROSPECTS AND OPPORTUNITIES

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Good source of minerals benefits from consumers' proactive approach to nutrition

Protein increasingly in focus

## PROSPECTS AND OPPORTUNITIES

Low sugar and no sugar claims set for strong growth as consumers seek healthier diets for themselves and their children

Vegetarian set to gain in line with animal welfare and environmental concerns

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Vegan and vegetarian staple foods struggle due to cost and health concerns as many opt for natural alternatives

#### PROSPECTS AND OPPORTUNITIES

Opportunities for growth in sales of private label health and wellness staple foods

Vegan and vegetarian claims return to good growth as inflation softens and health, environmental and ethical concerns intensify

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