

## **HW Staple Foods in New Zealand**

Market Direction | 2024-10-04 | 16 pages | Euromonitor

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### **Report description:**

Consumer concerns over excess weight are rising, partly due to consumers becoming more focused on maintaining good health in the wake of the COVID-19 pandemic, with this benefiting sales of health and wellness staple foods in New Zealand. There is growing awareness of the impact that excess weight can have on heart health and the immune system, with more importance placed on healthier diets as a result. A growing focus on weight and diet is also linked to an ongoing rise in the share of the popu...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods by Type.

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 Staple Foods 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and

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Growing interest in keto diets encourages innovation

Gluten free remains the largest claim in health and wellness staple foods

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

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HEALTH AND WELLNESS IN NEW ZEALAND

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Consumer diet trends

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Blood pressure and cholesterol levels

Diabetes prevalence

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