



Euromonitor
International

Health and Wellness in the US

August 2024

Table of Contents

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

HW Hot Drinks in the US

KEY DATA FINDINGS

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

MARKET DATA

- Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2019-2023
- Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2023
- Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2023
- Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2023
- Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2023
- Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2023
- Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2023
- Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2023-2028
- Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW Soft Drinks in the US

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Concern about the overconsumption of sugar leads no sugar to see growing demand
- 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

- Functional and health benefit claims set to drive growth across soft drinks categories
- Natural set to remain a significant health and wellness claim in soft drinks, and will see continued growth
- Good source of vitamins set to maintain growth, especially in concentrates

MARKET DATA

- Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2019-2023
- Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2023
- Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 16 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2019-2023

Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2023-2028

Table 18 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2023-2028

HW Snacks in the US

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

Concern for health set to drive the highest actual growth for gluten free snacks, but vegetarian snacks also set to see dynamism

Good source of minerals set to rise as consumers aim to increase their metabolism

MARKET DATA

Table 19 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 20 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 21 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

Table 22 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 23 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2023

Table 24 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 25 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2023

Table 26 - Forecast Sales of Snacks by Health and Wellness Type: Value 2023-2028

Table 27 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

HW Dairy Products and Alternatives in the US

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

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

MARKET DATA

Table 28 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2023

Table 29 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2023

Table 30 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 31 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 32 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value

2019-20

Table 33 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 34 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2023

Table 35 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2023-2028

Table 36 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2023-2028

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

Table 37 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 38 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

Table 39 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 40 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 41 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 42 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 43 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2023

Table 44 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2023-2028

Table 45 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2023-2028

HW Staple Foods in the US

KEY DATA FINDINGS

2023 DEVELOPMENTS

Plant-based staple foods maintains solid growth as new products are launched

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

MARKET DATA

Table 46 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 47 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 48 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 49 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 50 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 51 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 52 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2023

Table 53 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 54 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

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