



Euromonitor  
International

# Health and Wellness in the United Kingdom

August 2024

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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

HW Hot Drinks in the United Kingdom

KEY DATA FINDINGS

2023 DEVELOPMENTS

- No caffeine is leading health and wellness claim in hot drinks
- Natural and organic remain strong claims as consumers look to avoid artificial ingredients
- Consumers seek greater functionality from hot drinks, driving strong growth of various health claims

PROSPECTS AND OPPORTUNITIES

- Health trend to drive sales of natural and fortified/functional hot drinks in the UK
- No caffeine to retain strong position within health and wellness hot drinks over forecast period but other claims offer growth potential
- Future adjustments to HFSS legislation likely to further spur reformulation efforts

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2023 DEVELOPMENTS

- Further dynamic growth for leading no sugar claim in soft drinks, driven by health concerns and HFSS legislation
- Good source of vitamins remains popular claim in health and wellness soft drinks in 2023
- Probiotic and immune support claims continue to gain momentum as consumers look to strengthen metabolism through functionality and fortification

PROSPECTS AND OPPORTUNITIES

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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

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Low fat is leading health and wellness claim in dairy products and alternatives due to rising obesity concerns in the UK

Growth in no allergens driven by greater food intolerance awareness and general health trends

### PROSPECTS AND OPPORTUNITIES

Fortified/functional claims and dietary and free from dairy set to gain further momentum

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High protein remains popular claim within health and wellness cooking ingredients and meals

### PROSPECTS AND OPPORTUNITIES

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Vegetarian is leading health and wellness claim in staple foods, supported by UK's flexitarian population

Probiotic continues to gain momentum as health and wellness claim due to greater focus on gut health

### PROSPECTS AND OPPORTUNITIES

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