



Euromonitor
International

Health and Wellness in Australia

July 2024

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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 Australia

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Australian consumers continue to appreciate hot drinks that appear to address health concerns
- Natural continues to lead sales of health and wellness hot drinks in 2023, with concerns about taste less of an issue than in the previous year
- Vegetarian hot drinks continues to see rising sales in 2023 due to ongoing health, animal welfare, and environmental concerns

PROSPECTS AND OPPORTUNITIES

- Growing health consciousness will offer innovation opportunities and boost demand
- New legislation to benefit no sugar hot drinks
- Much potential for new health and wellness products across hot drinks

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HW Soft Drinks in Australia

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2023 DEVELOPMENTS

- Soft drinks with good source of vitamins, high fibre and offering immune support remain popular as consumers look to boost metabolism and overall health
- No sugar remains leading health and wellness claim in soft drinks, driven by consumer awareness of negative health impacts associated with a high sugar diet
- Energy drinks with health and wellness claims continue to gain momentum

PROSPECTS AND OPPORTUNITIES

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Players address demand for healthier snacks by reducing sugar content

PROSPECTS AND OPPORTUNITIES

Demand for less processed health and wellness snacks well-positioned for growth, especially with the potential for more restrictive legislation

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Good source of minerals is leading health and wellness claim in dairy products and alternatives as consumers turn to fortified/functional products

Health concerns encourage reduction of sugar intake and new product development

PROSPECTS AND OPPORTUNITIES

Demand for plant-based options set to grow, supported by new launches

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Gluten free remains leading health and wellness claim in cooking ingredients and meals due to changing dietary preferences

Players continue to address health and wellness trend with new launches

PROSPECTS AND OPPORTUNITIES

Products positioned for brain health, as well as low fat and sugar projected to grow

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Australians increasingly adopt more sustainable lifestyles, driving up demand for plant-based staple foods

High fibre is leading health and wellness claim in staple foods, driven by consumers' attempts to improve nutritional intake through convenient options

Focus on reducing sugar intake supported by government in Australia

PROSPECTS AND OPPORTUNITIES

Consumer desire for healthier and sustainable lifestyles will drive solid demand for plant-based and dietary and free from staple foods

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