



Euromonitor  
International

# Health and Wellness in New Zealand

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## Health and Wellness in New Zealand

### 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 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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#### 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

Kombucha set to benefit from myriad health and wellness claims in RTD tea in forecast period  
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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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Gluten free snacks will return to growth as consumers seek digestion-friendly snacks

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

Protein increasingly in focus

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

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### PROSPECTS AND OPPORTUNITIES

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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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