



HW Staple Foods in China

October 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Vegetarian claim leads health and wellness staple foods, as consumer concern about their health, the environment, and animal welfare rises

High protein shows growth within health and wellness staple foods in 2023

Keto sees exceptional growth in health and wellness staple foods in 2023

PROSPECTS AND OPPORTUNITIES

Clean label trend expected to remain significant in staple foods

Low sugar and no added sugar set to see growth, as a good balance between health and taste

Low fat expected to record a rise in sales as consumers look to improve their general health

CATEGORY DATA

Table 1 - Sales of Staple Foods by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2023

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Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2023-2028

Table 9 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2023-2028

Health and Wellness in China - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

DISCLAIMER

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