



HW Cooking Ingredients and Meals in the US

August 2024

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

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2023

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

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Health and Wellness in the US - 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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