



# HW Staple Foods in the US

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Plant-based staple foods maintains solid growth as new products are launched

Gluten free leads health and wellness staple foods, as the consumer base extends beyond those with gluten intolerance

Keto staple foods continues to rise as more consumers move towards a lower carb diet

#### PROSPECTS AND OPPORTUNITIES

Dietary and free from claims set to drive growth in the forecast period

Gluten free still expected to offer opportunities for growth in the forecast period

Desire to boost metabolism and improve gut health set to lead to growth for probiotic claim over the forecast period

#### MARKET 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

Table 4 - Company Shares of Organic Staple Foods (2nd 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 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

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