



HW Snacks in Australia

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Plant-based snacks with free from claims benefit from the health and wellness trend

Gluten free is leading health and wellness claim in snacks due to expanding consumer base

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

Reduced reliance on animal-based products set to drive further sales of vegan in health and wellness snacks over forecast period

Rising awareness of food intolerance to drive up value sales of no allergens in health and wellness snacks

CATEGORY DATA

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

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

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

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Health and Wellness in Australia - 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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