



# HW Cooking Ingredients and Meals in Australia

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Lingering impact of pandemic drives further demand for health and wellness cooking ingredients and meals  
Gluten free remains leading health and wellness claim in cooking ingredients and meals due to changing dietary preferences  
Players continue to address health and wellness trend with new launches

#### PROSPECTS AND OPPORTUNITIES

Products positioned for brain health, as well as low fat and sugar projected to grow  
Increasing importance of health, animal welfare and the environment for local consumers set to drive plant-based, vegan and vegetarian claims  
Lactose free expected to gain momentum as consumers look to improve their dietary habits

#### CATEGORY 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

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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

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