



HW Staple Foods in Australia

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Australians increasingly adopt more sustainable lifestyles, driving up demand for plant-based staple foods

High fibre is leading health and wellness claim in staple foods, driven by consumers' attempts to improve nutritional intake through convenient options

Focus on reducing sugar intake supported by government in Australia

PROSPECTS AND OPPORTUNITIES

Consumer desire for healthier and sustainable lifestyles will drive solid demand for plant-based and dietary and free from staple foods

Further new product development set to support gluten free claims over forecast period

Keto expected to gain importance as Australians test different diets for health and weight loss reasons

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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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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