



# HW Snacks in the United Kingdom

August 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Players continue to focus on developing snacks that address HFSS legislation

Vegetarian is leading health and wellness claim in snacks, driven by changing lifestyles and sustainability concerns

Plant-based snacks continues to gain strong momentum as players expand their portfolios

#### PROSPECTS AND OPPORTUNITIES

Stable demand for high protein snacks over the forecast period

Players look to add vitamin content to snacks to appeal to both children and parents

Increasing focus on gut health to support immune system set to benefit a number of health and wellness claims

#### CATEGORY DATA

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## Health and Wellness in the United Kingdom - 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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