



Euromonitor
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HW Staple Foods in the United Kingdom

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

HFSS regulation continues to influence development of better for you and fortified/functional staple foods

Vegetarian is leading health and wellness claim in staple foods, supported by UK's flexitarian population

Probiotic continues to gain momentum as health and wellness claim due to greater focus on gut health

PROSPECTS AND OPPORTUNITIES

Flexitarianism to help boost sales of plant-based, vegan and vegetarian meat and seafood substitutes

Cost of living to encourage further economising and private label growth

Review of diets and nutritional intake set to support keto staple foods

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

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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

DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-staple-foods-in-the-united-kingdom/report.