



# HW Snacks in New Zealand

November 2023

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Environmental factors drive demand for plant-based products

2022 sees gluten free in the lead in health and wellness snacks

Low salt claim grows in importance with rising awareness of the attendant health risk posed by salt

### PROSPECTS AND OPPORTUNITIES

Health and wellness preferences likely to come back into focus

Gluten free set to see strongest performance in health and wellness snacks over the forecast period

Lactose free to benefit from animal welfare concerns

### CATEGORY DATA

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## Health and Wellness in New Zealand - Industry Overview

### EXECUTIVE SUMMARY

Overview

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