



Euromonitor  
International

# HW Cooking Ingredients and Meals in New Zealand

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Climate change considerations influencing consumption preferences

Vegetarian holds first place within health and wellness cooking ingredients and meals in 2022

No salt increasingly important in health and wellness cooking ingredients and meals due to consumer concerns pertaining to high salt levels in food

#### PROSPECTS AND OPPORTUNITIES

Cost of living pressures could create opportunities for private label growth

Vegetarian most promising in health and wellness cooking ingredients and meals to 2027

Shift towards plant-based alternatives to benefit lactose free claims

#### CATEGORY DATA

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## Health and Wellness in New Zealand - Industry Overview

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Overview

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