Competitor Strategies in Health and Wellness

March 2025

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Industry overview: Slower post pandemic growth but demand for better nutrition persists

COMPETITIVE LANDSCAPE

Industry overview: Gluten free claim continues to grow it's share in packaged food

Soft drinks companies contribute high value share in sales of products with health claims

Unique focus areas help Pepsico and Hershey's ensure strong standing in gluten free segment

In energy drinks, PepsiCo has more room for manoeuvre for evolving health claims

Snacks: Consumers seek out higher protein content outside of sports nutrition

Highlighting natural or added protein content help North America companies dominate

Soft drinks: Water and sports drink companies compete closely on functional hydration

Mineral-fortified drinks have ample room for growth in Latina America and Middle East

KEY PLAYERS

PepsiCo Inc: Introducing healthier choices with Quaker Oats grain-based products

PepsiCo Inc: Prospects of expansion in Australasia and Western Europe

Mondelez International Inc: Combining high fibre with multiple health claims

Mondelez International Inc: Claim communication vastly differs in North America and Europe

Celsius Holdings Inc: Proprietary formula and joint ventures boost brand reach

Celsius Holding Inc: Continued global expansion by forming partnerships

Groupe Danone: Digestive health at the forefront of fermented product range

Unilever Group: Vegan sales have room to grow both from line expansion and added claims

Perfetti Van Melle Group: Combining multiple claims to attract a wider range of consumers

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Key findings (2)

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/competitor-strategies-in-health-and-wellness/report.