



Euromonitor
International

Competitor Strategies in Health and Wellness

March 2025

Table of Contents

INTRODUCTION

Scope

Key findings (1)

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

Luigi Lavazza SpA : Sustainability and mindful consumption driving coffee sales

CONCLUSION

Key findings (2)

Recommendations

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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