

# **Competitor Strategies in Health and Wellness**

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## 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

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