

# Fortified/Functional Packaged Food in New Zealand

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## Abstracts

The COVID-19 pandemic has pushed consumers to put top priority on health and wellbeing with a renewed focus on gut and microbiome health. Conversation around the gut-brain axis having a profound effect on immune health has aroused interest across packaged food in promoting digestive wellness. As consumer lifestyles experienced a major shift due to lockdown restrictions and home seclusion, eating occasions at home have significantly increased. Industry players are introducing new innovative break...

Euromonitor International's Fortified/Functional Packaged Food in New Zealand report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2016-2020, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2025 illustrate how the market is set to change.

**Product coverage:** FF Baby Food, FF Bread, FF Breakfast Cereals, FF Confectionery, FF Dairy, FF Pasta, FF Sweet Biscuits, Snack Bars and Fruit Snacks, FF Vegetable and Seed Oil.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Fortified/Functional Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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## GLOBAL INDUSTRY ENVIRONMENT

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