

# Health and Wellness in New Zealand

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## Abstracts

The health and wellness industry continues to grow in importance post-pandemic as consumers become more aware of the negative health impact of processed foods, seeking healthier foods and beverages from a range of claims such as natural, organic, good source of minerals/vitamins, no sugar/no added sugar (particularly in beverages), low fat and high protein/fibre.

Euromonitor International's Health and Wellness 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals, HW Dairy Products and Alternatives, HW Hot Drinks, HW Snacks, HW Soft Drinks, HW Staple Foods.

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

Why buy this report?

Get a detailed picture of the Health and Wellness 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.

## Contents

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### **LIST OF CONTENTS AND TABLES**

#### HEALTH AND WELLNESS IN NEW ZEALAND

##### EXECUTIVE SUMMARY

Overview

##### DISCLAIMER

#### HW HOT DRINKS IN NEW ZEALAND

##### KEY DATA FINDINGS

### **2022 DEVELOPMENTS**

New ways of working driving increased demand for health and wellness hot drinks

### **2022 SEES NATURAL IN THE LEAD IN HEALTH AND WELLNESS HOT DRINKS**

Growing interest in weight management claims

##### PROSPECTS AND OPPORTUNITIES

Conscious consumerism to characterise hot drinks over forecast period

Vegetarian set to see gains in health and wellness hot drinks

Burgeoning interest in keto claim

##### CATEGORY DATA

Table 1 Sales of Hot Drinks by Health and Wellness Type: Value 2019-2022

Table 2 Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 4 Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 5 Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 6 Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 7 Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2019-2022

Table 8 Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2022-2027

Table 9 Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2022-2027

HW SOFT DRINKS IN NEW ZEALAND

KEY DATA FINDINGS

## **2022 DEVELOPMENTS**

Functional health at forefront of consumer decision making

## **2022 SEES NO SUGAR IN THE LEAD IN HEALTH AND WELLNESS SOFT DRINKS**

Positive growth for weight management in soft drinks

PROSPECTS AND OPPORTUNITIES

Competition from no alcohol RTDs as consumer preferences converge

No sugar most promising in health and wellness soft drinks to 2027

Digestive health expected to be of growing interest for consumers

CATEGORY DATA

Table 10 Sales of Soft Drinks by Health and Wellness Type: Value 2019-2022

Table 11 Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2019-2022

Table 12 Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 13 Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 14 Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 15 Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2019-2022

Table 16 Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2022-2027

Table 17 Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2022-2027

HW SNACKS IN NEW ZEALAND

KEY DATA FINDINGS

## **2022 DEVELOPMENTS**

Environmental factors drive demand for plant-based products

## **2022 SEES GLUTEN FREE IN THE LEAD IN HEALTH AND WELLNESS SNACKS**

Low salt claim grows in importance with rising awareness of the attendant health risk posed by salt

### **PROSPECTS AND OPPORTUNITIES**

Health and wellness preferences likely to come back into focus

Gluten free set to see strongest performance in health and wellness snacks over the forecast period

Lactose free to benefit from animal welfare concerns

### **CATEGORY DATA**

Table 18 Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 19 Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 20 Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 21 Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 22 Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 23 Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 24 Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 25 Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

## **HW DAIRY PRODUCTS AND ALTERNATIVES IN NEW ZEALAND**

### **KEY DATA FINDINGS**

## **2022 DEVELOPMENTS**

Consumer preference trade-off between environmental and nutritional considerations

## **2022 SEES GOOD SOURCE OF MINERALS IN THE LEAD IN HEALTH AND WELLNESS DAIRY PRODUCTS AND ALTERNATIVES**

Digestive health benefits from demand for functional products

### **PROSPECTS AND OPPORTUNITIES**

Pea protein could give oat milk nutrition its lacking

Good source of minerals set to see strongest performance in health and wellness dairy products and alternatives over the forecast period

Vegetarian set to gain in line with animal welfare and environmental concerns

## CATEGORY DATA

Table 26 Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2019-2022

Table 27 Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2019-2022

Table 28 Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 29 Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 30 Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-20

Table 31 Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2

Table 32 Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2019-2022

Table 33 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2022-2027

Table 34 Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2022-2027

## HW COOKING INGREDIENTS AND MEALS IN NEW ZEALAND

### 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

Table 35 Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 36 Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 37 Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 38 Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 39 Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 40 Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 41 Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 42 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027

Table 43 Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2022-2027

HW STAPLE FOODS IN NEW ZEALAND

KEY DATA FINDINGS

## **2022 DEVELOPMENTS**

Low carb trends characterising innovation

## **2022 SEES GLUTEN FREE LEAD IN HEALTH AND WELLNESS STAPLE FOODS**

No salt sees a good performance in health and wellness staple foods in 2022

PROSPECTS AND OPPORTUNITIES

Opportunities for private label segment

Gluten free set to see strongest performance in health and wellness staple foods over the forecast period

Cardiovascular health claims show promise

CATEGORY DATA

Table 44 Sales of Staple Foods by Health and Wellness Type: Value 2019-2022

Table 45 Sales of Staple Foods by Health and Wellness Type: % Value Growth 2019-2022

Table 46 Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 47 Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 48 Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 49 Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 50 Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

Table 51 Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2022-2027



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