

# HW Dairy Products and Alternatives in Australia

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## Abstracts

Consumers have become increasingly concerned about their general health and wellbeing as a result of the COVID-19 pandemic. In an effort to reduce the chances of infection and promote quick recovery, more and more consumers are looking for ways to improve their overall health through their diet. This trend has led to rising demand for foods that are good for the metabolism and are rich in fibre, minerals and protein. This trend has also seen consumers move away from products that might be harmfu...

Euromonitor International's HW Dairy Products and Alternatives in Australia 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 Baby Food, HW Dairy and Plant-based Dairy, HW Dairy Products and Alternatives by Type.

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

Why buy this report?

Get a detailed picture of the HW Dairy Products and Alternatives 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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KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Consumers' interest in digestive health and metabolism drives sales of health and wellness dairy products and alternatives

Good source of minerals leads health and wellness dairy products and alternatives in 2022 as consumers turn to fortified/functional products

With new product developments and concerns about health, low sugar witnessed growth in 2022

#### PROSPECTS AND OPPORTUNITIES

Demand for fortified and plant-based food projected to grow over the forecast period

Good source of minerals also the most promising within health and wellness dairy products and alternatives to 2027 as consumer look to maintain health

No sugar expected to record increase with potential government action

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HEALTH AND WELLNESS IN AUSTRALIA

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