

HW Snacks in Australia

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Abstracts

Consumer concern for health and wellness continued to rise in 2022, driven primarily by the recent COVID-19 pandemic. Consumers have increasingly been looking for ways to adopt healthier living habits, and placing more and more focus on the foods they consume. Health is currently a primary consideration for consumers when shopping for such products, with those with clear health messaging well-positioned for growth. In the snacks category, this trend is reflected in the growing demand for plant-b...

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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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Expanding consumer base sees gluten free account for the highest share in health and wellness snacks

With increasing health concerns, no allergens records value sales increase in health and wellness snacks

PROSPECTS AND OPPORTUNITIES

Demand for plant-based and less processed health and wellness snacks well-positioned for growth, especially with the potential for more restrictive legislation

Plant-based trend and product innovation will drive vegan to show significant promise in health and wellness snacks during the forecast period

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HEALTH AND WELLNESS IN AUSTRALIA
EXECUTIVE SUMMARY

Overview

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