

HW Snacks in the US

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Abstracts

With higher prices negatively impacting the affordability of nutritious foods for US consumers, players in snacks and government authorities have set long-term intervention strategies to expand access to healthier snacks. President Biden hosted the Conference on Hunger, Nutrition, and Health in September 2022 – the first in more than 50 years. The Conference focused on initiatives, both public and private, to reduce diet-related diseases and hunger by 2030. Support for acting on these initiative...

Euromonitor International's HW Snacks in USA 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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Rising costs highlight the importance of access to healthy snacks

With a consumer group not limited to those with gluten intolerance, gluten free holds the highest sales within health and wellness snacks

Digestive health rises as consumers look to boost their immune health

PROSPECTS AND OPPORTUNITIES

Combination claims and ingredient leverage to play a greater role in securing sales in health and wellness snacks

Continued concern for health set to drive the highest actual growth for gluten free snacks within health and wellness snacks to 2027

Good source of minerals set to rise as consumers try to increase their metabolism

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HEALTH AND WELLNESS IN THE US
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Overview

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