

# HW Staple Foods in Australia

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## Abstracts

The COVID-19 pandemic placed health and wellness concerns front and centre in consumers' minds, and this was a trend that was maintained in 2022. More and more consumers are making health a key priority in their daily lives, and actively looking for ways to improve their health and wellbeing. In line with this trend, a growing number of consumers are re-evaluating their eating habits and looking for ways to improve their diet. Consumers are now more likely to scrutinise health claims and ingredi...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods 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 Staple Foods 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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Euromonitor International  
January 2024

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Staple foods with improved nutritional value see a strong performance in 2022  
High fibre leads health and wellness staple foods in 2022 as consumers try and limit the chances of health problems

No sugar shows good growth in health and wellness staple foods in 2022, and government plans mean growth is set to continue

### **PROSPECTS AND OPPORTUNITIES**

Consumer desire for healthier and sustainable lifestyles will drive solid demand for plant-based and dietary and free from staple foods

Continued new product development expected to drive gluten free to see high absolute growth in health and wellness staple foods to 2027

Keto expected to rise in importance as more consumers try different diets for health and weight loss reasons

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HEALTH AND WELLNESS IN AUSTRALIA

EXECUTIVE SUMMARY

Overview

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