

HW Staple Foods in New Zealand

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Abstracts

Bread is the most commonly eaten major source of carbohydrates in New Zealand. However, keto diets and an overall increasing awareness about managing caloric intake is seeing consumers seek out low carb versions of their favourite products. Goodman Fielder's Freya's brand was one of the first to target this consumer segment when it launched its Lower Carb range in 2021. It has since been joined by offerings from Vogel's in packaged leavened bread, as well as a low carb option from Farrah's in fl...

Euromonitor International's HW Staple Foods 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 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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HEALTH AND WELLNESS IN NEW ZEALAND
EXECUTIVE SUMMARY

Overview

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