

Health and Natural Foods Market Size, Share, and Outlook, 2025 Report- By Type (Naturally health food, Functional food, Better-for-you (BFY) food, Food intolerance Products, Organic foods), Distribution Channel (Online, Offline), and Companies, 2021-2032

<https://marketpublishers.com/r/HBC17141B29CEN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: HBC17141B29CEN

Abstracts

Health and Natural Foods Market Outlook

The global Health and Natural Foods market is expected to register a growth rate of 10.3% during the forecast period from \$788.9 Billion in 2024 to \$1728.3 Billion in 2032. The Health and Natural Foods market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Health and Natural Foods segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Naturally health food, Functional food, Better-for-you (BFY) food, Food intolerance Products, Organic foods), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on Health and Natural Foods markets.

Health and Natural Foods Market Insights, 2025

The Health and Natural Foods Market in 2025 continues to expand as consumers prioritize clean-label, organic, and minimally processed foods with functional health benefits. This market encompasses a diverse portfolio of products, including plant-based alternatives, superfoods, gluten-free items, and nutrient-dense snacks, all formulated to support wellness and disease prevention. Increasing transparency in

sourcing, certification standards, and sustainability practices underpin consumer trust and purchasing decisions. Innovation in product development focuses on enhancing taste, texture, and nutritional value while leveraging emerging ingredients such as ancient grains, adaptogens, and fermented components. The growing prevalence of chronic diseases and lifestyle-related health concerns fuels demand, encouraging further market penetration across global retail and foodservice channels.

Five Trends that will define global Health and Natural Foods market in 2025 and Beyond

A closer look at the multi-million global market for Health and Natural Foods identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Health and Natural Foods companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Health and Natural Foods industry?

The Health and Natural Foods sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Health and Natural Foods Market Segment Insights

The Health and Natural Foods industry presents strong offers across categories. The analytical report offers forecasts of Health and Natural Foods industry performance across segments and countries. Key segments in the industry include By Type (Naturally health food, Functional food, Better-for-you (BFY) food, Food intolerance Products, Organic foods), Distribution Channel (Online, Offline). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for

Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Health and Natural Foods market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Health and Natural Foods industry ecosystem. It assists decision-makers in evaluating global Health and Natural Foods market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Health and Natural Foods industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Health and Natural Foods Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Health and Natural Foods Industry 2025: Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Health and Natural Foods with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases

shapes the market outlook. The report analyses the key Health and Natural Foods market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Health and Natural Foods market Insights Executives are most excited about opportunities for the US Health and Natural Foods industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Health and Natural Foods companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Health and Natural Foods market.

Latin American Health and Natural Foods market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Health and Natural Foods Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Health and Natural Foods markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Health and Natural Foods markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Health and Natural Foods companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Nestlé S.A., Philip Morris International Inc., Procter and Gamble Co., PepsiCo, Inc., Unilever N.V., JBS S.A., The Coca-Cola Company, LVMH Moët Hennessy Louis Vuitton SE, Tyson Foods, Inc., Nike, Inc., 3M Company, GlaxoSmithKline plc, Kellogg Company, Danone S.A., General Mills, Inc., The Kraft Heinz Company, Mondelez International, Inc.

Health and Natural Foods Market Scope

Leading Segments

By Type

Naturally health food

Functional food

Better-for-you (BFY) food

Food intolerance products

Organic food

By Distribution Channel

Online

Offline

Leading Companies

Nestlé S.A.

Philip Morris International Inc.

Procter and Gamble Co.

PepsiCo, Inc.

Unilever N.V.

JBS S.A.

The Coca-Cola Company

LVMH Mo?t Hennessy Louis Vuitton SE

Tyson Foods, Inc.

Nike, Inc.

3M Company

GlaxoSmithKline plc

Kellogg Company

Danone S.A.

General Mills, Inc.

The Kraft Heinz Company

Mondelez International, Inc.

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

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Procter and Gamble Co.

PepsiCo, Inc.

Unilever N.V.

JBS S.A.

The Coca-Cola Company

LVMH Mo?t Hennessy Louis Vuitton SE

Tyson Foods, Inc.

Nike, Inc.

3M COMPANY

GlaxoSmithKline plc

Kellogg Company

Danone S.A.

General Mills, Inc.

The Kraft Heinz Company

Mondelez International, Inc.

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