

Health and Wellness in the US

November 2023

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Overview

DISCLAIMER

HW Hot Drinks in the US

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2022 DEVELOPMENTS

Striking a balance between energy and calm

Health concerns see no allergens in the lead in health and wellness hot drinks

Health concerns drive interest in no sugar in health and wellness hot drinks

PROSPECTS AND OPPORTUNITIES

Increasing fragmentation of functional claims to take place

Dairy free to see high incremental growth within health and wellness hot drinks to 2027, as consumers care for their health, the environment, and animal welfare

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PROSPECTS AND OPPORTUNITIES

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

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PROSPECTS AND OPPORTUNITIES

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Gluten free leads health and wellness staple foods, as the consumer base extends beyond those with gluten intolerance

Keto staple foods rising as more consumers move towards lower carb diets

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