

# HW Snacks in the US

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

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

#### CATEGORY DATA

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### EXECUTIVE SUMMARY

Overview

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