

HW Cooking Ingredients and Meals in Australia

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

The lasting impact of COVID-19 drives demand for health and wellness cooking ingredients and meals

Gluten free accounts for the highest sales within health and wellness cooking ingredients and meals due to changing dietary preferences

Keto records rising sales within health and wellness cooking ingredients and meals, as a keto diet becomes increasingly popular

PROSPECTS AND OPPORTUNITIES

Products positioned for brain health, as well as low/no fat and sugar projected to grow

Vegan set to see growth, as health, animal welfare and the environment are increasingly important to consumers

Lactose free expected to increase as consumers look to improve their dietary habits

CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

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Health and Wellness in Australia - Industry Overview

EXECUTIVE SUMMARY

Overview

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