

# HW Snacks in the United Kingdom

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Expanding offer of low sugar snacks in 2022 supports value growth

2022 sees vegan in the lead within health and wellness snacks, driven by changing lifestyles and sustainability concerns

Cardiovascular health claim on the rise in 2022 in line with rising weight gain concerns in the UK

#### PROSPECTS AND OPPORTUNITIES

Stable demand for high protein snack bars over the forecast period

Further promise for vegan health and wellness snacks due to expansion of target audience

Probiotic expected to record positive performance, supported by demand for greater functionality

#### CATEGORY DATA

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

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## Health and Wellness in the United Kingdom - Industry Overview

### EXECUTIVE SUMMARY

Overview

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