



World Market for Health and Wellness

August 2024

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Examining five trends shaping health and wellness

STATE OF THE INDUSTRY

Health and wellness expands in 2023, aided by e-commerce and social media

Strong tailwinds for wellness food and drinks, but inflationary era glorifies affordability

“Natural” is everywhere: consumers want harmless products

Top claim, natural, still in growth but not self-sufficient

Sugar reduction and minerals content prominent in soft drinks; gluten avoidance in foods

Dairy products and alternatives: functionality and free from pave the way globally

Dairy products and alternatives: Americas shun lactose, whilst protein proves resourceful

Dairy products and alternatives: US embraces vegan, whilst fortification prevails in Asia

Soft drinks: sugar necessarily and compulsively stripped out; but functionality bodes well too

Soft drinks: zero sugar staple still shows promise, but no added sugar comes to the fore

Soft drinks: carbonates but also energy drinks to be flipped on their heads

LEADING COMPANIES AND BRANDS

Growing diversification in health and wellness claims increase market fragmentation

Global leaders expand reach in low fat dairy with sustainability and innovation

Dairy brands with multiple health claims top category's sales

Key soft drinks players strengthen their positions in no sugar soft drinks

Leading soft drinks brands are innovating and thriving in the no sugar segment

TOP FIVE TRENDS SHAPING THE INDUSTRY

Examining five trends shaping health and wellness

Hacking your health: there is a diet for everything

Hacking your health: holistic health proposition, but without sacrificing enjoyment

Plant-based food: maturing trend where the elusive vegan label shines

Plant-based food: from core categories to pastures new

Plant-based food: look to new ingredients for a “cleaner” future

Gut health becomes universal: stars align for explosion of biotics in food and drinks

Gut health becomes universal: all hail to the good bacteria

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Sugar avoidance: increasingly complementary to a wider, more compelling health message

Feeding the brain: drinks pave the way for mind-orientated propositions

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Global snapshot of fortified/functional subcategories

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