



Health and Wellness in Australia

November 2023

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EXECUTIVE SUMMARY

Overview

DISCLAIMER

HW Hot Drinks in Australia

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers value hot drinks that address health concerns, but high prices and uncertainty about health benefits contribute to decline for organic Natural has the leading sales in health and wellness hot drinks in 2022, although concerns about taste prevent growth Vegetarian claim rises in importance in 2022, as more consumers consider such products for reasons including health, animal welfare, and the environment

PROSPECTS AND OPPORTUNITIES

Rising consumer knowledge of health and diet set to drive growth for organic hot drinks and products for immune health As consumers try to avoid overprocessed drinks, natural is also expected to be the most promising in health and wellness hot drinks to 2027 Lactose free set to rise in significance over the forecast period, but no sugar, fat, and salt are also expected to see increases

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PROSPECTS AND OPPORTUNITIES

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With increasing health concerns, no allergens records value sales increase in health and wellness snacks

PROSPECTS AND OPPORTUNITIES

Demand for plant-based and less processed health and wellness snacks well-positioned for growth, especially with the potential for more restrictive legislation

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PROSPECTS AND OPPORTUNITIES

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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

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No sugar shows good growth in health and wellness staple foods in 2022, and government plans mean growth is set to continue

PROSPECTS AND OPPORTUNITIES

Consumer desire for healthier and sustainable lifestyles will drive solid demand for plant-based and dietary and free from staple foods

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