



World Market for Health and Wellness Packaged Food

March 2022

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Market stabilises after the boost during the COVID-19 pandemic

HW is a future driver of the PK market

Asia Pacific was the key contributor to HW PK growth in 2021

Growth in organic and free from PK is shaping the HW PK market

Asia Pacific is the global market leader due to fortified/functional PK development

Per capita spend for the HW food is the highest in Nordic countries

US and China lead HW PK sales, but emerging markets will boost sales in the future

Fortified/functional leads, while organic and free from are growing rapidly

Energy boosting and free from are expected to thrive in future

Traditional retailers are being replaced by modern ones

HW PK sales benefit from the accelerated growth of e-commerce

Highly fragmented global HW PK market is seeing slow consolidation in the Asia Pacific

Feihe International Inc grows rapidly in China and increases global market share

Dairy and baby food players continue to lead the HW Market

The leading producers of HW PK invest in Fortified/Functional food

HW baby food players selling in China are among the most successful companies

Examining five trends shaping HW PK

Fortified/functional food is driven by immune support

Protein snacks set to accelerate due to fitness and healthy “snackification” trends

Digestive health a rising interest in fortified Dairy products

Free from flourishes on the back of the growing popularity of plant-based diets

Meat alternatives fast-tracked by product innovation and consumer experimentation

Dairy alternatives expands into new categories

Health and environmental concerns accelerate growth of organic food

Organic in baby food focuses on caring parents

Expansion of private label makes organic PK more affordable

New regulations set to drive sales of reduced salt and sugar products

Weight concerns reinforce the growth of products with reduced sugar

Leading food players and retailers are innovating reduced salt products

Role of digitalisation increases and boosts e-commerce

Subscription services contribute to the growth of the HW PK market

Digital applications will shape consumer shopping behaviour

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Areas of opportunity

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