



HW Snacks in the US

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising costs highlight the importance of access to healthy snacks

With a consumer group not limited to those with gluten intolerance, gluten free holds the highest sales within health and wellness snacks

Digestive health rises as consumers look to boost their immune health

PROSPECTS AND OPPORTUNITIES

Combination claims and ingredient leverage to play a greater role in securing sales in health and wellness snacks

Continued concern for health set to drive the highest actual growth for gluten free snacks within health and wellness snacks to 2027

Good source of minerals set to rise as consumers try to increase their metabolism

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

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

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

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Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in the US - Industry Overview

EXECUTIVE SUMMARY

Overview

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