

# HW Cooking Ingredients and Meals in the US

November 2023

Table of Contents

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Consumers continue to migrate to functional oriented claims, rather than “low/no” claims

Gluten free leads sales within health and wellness cooking ingredients and meals as health remains to the fore post-pandemic

As consumers look for products that align with a specific diet, keto records sales rise within health and wellness cooking ingredients and meals

#### PROSPECTS AND OPPORTUNITIES

Holistic approach to health will continue to drive growth

Wide consumer group for gluten free set to drive highest absolute growth in health and wellness cooking ingredients and meals over the forecast period

Immune support is set to benefit as interest in strengthening health lingers

#### CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2022

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

Table 3 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 4 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 5 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 6 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 7 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2019-2022

Table 8 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2022-2027

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

### Health and Wellness in the US - Industry Overview

#### EXECUTIVE SUMMARY

Overview

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