

HW Snacks in Australia

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Plant-based snacks with free from claims benefit from the health and wellness trend

Expanding consumer base sees gluten free account for the highest share in health and wellness snacks

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

Plant-based trend and product innovation will drive vegan to show significant promise in health and wellness snacks during the forecast period

Hypoallergenic expected to benefit from more consumers taking better care of their body

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

Table 4 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 5 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 6 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 7 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

[Health and Wellness in Australia - Industry Overview](#)

EXECUTIVE SUMMARY

Overview

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