



HW Staple Foods in Australia

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Staple foods with improved nutritional value see a strong performance in 2022

High fibre leads health and wellness staple foods in 2022 as consumers try and limit the chances of health problems

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

Continued new product development expected to drive gluten free to see high absolute growth in health and wellness staple foods to 2027

Keto expected to rise in importance as more consumers try different diets for health and weight loss reasons

CATEGORY DATA

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

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

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

Table 4 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2019-2022

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Table 7 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2019-2022

Table 8 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2022-2027

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

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

EXECUTIVE SUMMARY

Overview

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