



HW Staple Foods in the United Kingdom

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

HFSS regulation drives innovation in better for you and fortified/functional products
Vegetarian leads health and wellness staple foods, supported by flexitarian population
Probiotic sees increased consumer interest within health and wellness staple foods

PROSPECTS AND OPPORTUNITIES

Flexitarianism to help boost sales of vegan and vegetarian meat and seafood substitutes
Vegetarian set to retain strong presence within health and wellness staple foods due to health, environmental and animal welfare concerns
Review of diets and nutritional intake set to support keto staple foods niche

CATEGORY DATA

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Health and Wellness in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Overview

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