



# HW Dairy Products and Alternatives in New Zealand

November 2023

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### 2022 DEVELOPMENTS

Consumer preference trade-off between environmental and nutritional considerations  
2022 sees good source of minerals in the lead in health and wellness dairy products and alternatives  
Digestive health benefits from demand for functional products

### PROSPECTS AND OPPORTUNITIES

Pea protein could give oat milk nutrition its lacking  
Good source of minerals set to see strongest performance in health and wellness dairy products and alternatives over the forecast period  
Vegetarian set to gain in line with animal welfare and environmental concerns

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## Health and Wellness in New Zealand - Industry Overview

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Overview

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