



Euromonitor  
International

# HW Staple Foods in New Zealand

October 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Growing interest in keto diets encourages innovation

Gluten free remains the largest claim in health and wellness staple foods

Vegan and vegetarian staple foods struggle due to cost and health concerns as many opt for natural alternatives

#### PROSPECTS AND OPPORTUNITIES

Opportunities for growth in sales of private label health and wellness staple foods

Vegan and vegetarian claims return to good growth as inflation softens and health, environmental and ethical concerns intensify

Packaged flat bread likely to offer a nexus of innovative claim combinations in forecast period

#### CATEGORY DATA

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## Health and Wellness in New Zealand - Industry Overview

### EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

### DISCLAIMER

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