



Euromonitor
International

HW Staple Foods in the US

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Financial pressures force consumers to prioritise price despite rising health concerns

INDUSTRY PERFORMANCE

- Consumers look to make healthier choices but face financial constraints
- Producers of baked goods lean into added health claims to boost value sales
- Players look to reposition breakfast cereals as a healthier meal option

WHAT'S NEXT

- Players may need to focus on adding value as production costs rise
- Companies could lean into specific claims such as gluten free to add value
- GLP-1 medications could open up new opportunities for high protein staple foods

CATEGORY DATA

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Health and Wellness in the US - Industry Overview

EXECUTIVE SUMMARY

Consumers keen to make healthier choices despite financial pressures

INDUSTRY PERFORMANCE

- Consumers pay more attention to what goes into their food and beverages
- High protein claims capturing the attention of a wider audience

WHAT'S NEXT

GLP-1 drugs could shake up the market

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