Euromonitor International

HW Snacks in Australia

December 2025

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HW Snacks in Australia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Healthier snacking accelerates through protein, portion control and “permissible indulgence”

INDUSTRY PERFORMANCE

Health-conscious snacking broadens from restriction to “better for you” value and taste
Gluten free remains mainstream in savoury snacks, supported by ease of adoption and clear communication
Natural positioning gains relevance as consumers scrutinise ingredients and seek cleaner labels

WHAT’S NEXT

Health and wellness growth will be shaped by protein, healthier impulse occasions and tighter advertising controls
Gluten free is expected to grow steadily as portfolios widen and the claim remains a trusted shortcut
Natural is expected to expand through cleaner formulations and emerging challenger brands

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2020-2024
Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024
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Health and Wellness in Australia - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in Australia pivots towards sugar reduction, functionality and credible everyday benefits

INDUSTRY PERFORMANCE

Sugar reduction and metabolic health concerns shape category-wide performance
Functionality, gut health and protein move health and wellness beyond avoidance

WHAT’S NEXT?

Mainstream integration of functional, lower-sugar and clean-label products will drive future growth

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