

HW Snacks in the United Kingdom

November 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Expanding offer of low sugar snacks in 2022 supports value growth

2022 sees vegan in the lead within health and wellness snacks, driven by changing lifestyles and sustainability concerns

Cardiovascular health claim on the rise in 2022 in line with rising weight gain concerns in the UK

PROSPECTS AND OPPORTUNITIES

Stable demand for high protein snack bars over the forecast period

Further promise for vegan health and wellness snacks due to expansion of target audience

Probiotic expected to record positive performance, supported by demand for greater functionality

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 4 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 5 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 6 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 7 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Overview

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