

# HW Staple Foods in the United Kingdom

November 2023

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

HFSS regulation drives innovation in better for you and fortified/functional products  
Vegetarian leads health and wellness staple foods, supported by flexitarian population  
Probiotic sees increased consumer interest within health and wellness staple foods

#### PROSPECTS AND OPPORTUNITIES

Flexitarianism to help boost sales of vegan and vegetarian meat and seafood substitutes  
Vegetarian set to retain strong presence within health and wellness staple foods due to health, environmental and animal welfare concerns  
Review of diets and nutritional intake set to support keto staple foods niche

#### CATEGORY DATA

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## Health and Wellness in the United Kingdom - Industry Overview

### EXECUTIVE SUMMARY

Overview

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