Euromonitor International

World Market for Health and Wellness

August 2024

Table of Contents

INTRODUCTION

Scope
Examining five trends shaping health and wellness

STATE OF THE INDUSTRY

Health and wellness expands in 2023, aided by e-commerce and social media
Strong tailwinds for wellness food and drinks, but inflationary era glorifies affordability
“Natural” is everywhere: consumers want harmless products
Top claim, natural, still in growth but not self-sufficient
Sugar reduction and minerals content prominent in soft drinks; gluten avoidance in foods
Dairy products and alternatives: functionality and free from pave the way globally
Dairy products and alternatives: Americas shun lactose, whilst protein proves resourceful
Dairy products and alternatives: US embraces vegan, whilst fortification prevails in Asia
Soft drinks: sugar necessarily and compulsively stripped out; but functionality bodes well too
Soft drinks: zero sugar staple still shows promise, but no added sugar comes to the fore
Soft drinks: carbonates but also energy drinks to be flipped on their heads

LEADING COMPANIES AND BRANDS

Growing diversification in health and wellness claims increase market fragmentation
Global leaders expand reach in low fat dairy with sustainability and innovation
Dairy brands with multiple health claims top category’s sales
Key soft drinks players strengthen their positions in no sugar soft drinks
Leading soft drinks brands are innovating and thriving in the no sugar segment

TOP FIVE TRENDS SHAPING THE INDUSTRY

Examining five trends shaping health and wellness
Hacking your health: there is a diet for everything
Hacking your health: holistic health proposition, but without sacrificing enjoyment
Plant-based food: maturing trend where the elusive vegan label shines
Plant-based food: from core categories to pastures new
Plant-based food: look to new ingredients for a “cleaner” future
Gut health becomes universal: stars align for explosion of biotics in food and drinks
Gut health becomes universal: all hail to the good bacteria
Sugar avoidance: legislation to shape future claims
Sugar avoidance: increasingly complementary to a wider, more compelling health message
Feeding the brain: d rinks pave the way for mind-orientated propositions

MARKET SNAPSHOTS

Global snapshot of better for you subcategories
Global snapshot of dietary and free from subcategories
Global snapshot of fortified/functional subcategories
Global snapshot of health benefit subcategories
Global snapshot of natural & organic subcategories
Regional snapshot of Asia Pacific
Regional snapshot of Australasia
Regional snapshot of Eastern Europe
Regional snapshot of Latin America
Regional snapshot of Middle East and Africa
Regional snapshot of North America
Regional snapshot of Western Europe

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/world-market-for-health-and-wellness/report.