Health and Wellness in the US

January 2026

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Health and Wellness in the US

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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HW Hot Drinks in the US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Supply shortages push prices up limiting growth across hot drinks

INDUSTRY PERFORMANCE

Price pressures limit growth and development opportunities within hot drinks

Consumers want to cut back on caffeine without losing flavour

Natural and functional claims present new opportunities for development

WHAT'S NEXT

Coffee shortages could support a shift to alternative caffeine sources

No caffeine hot drinks could face competition from other alternatives

Natural and functional ingredients likely to remain key growth drivers

CATEGORY DATA

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HW Soft Drinks in the US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers keen to make healthier choices when it comes to soft drinks

INDUSTRY PERFORMANCE

New players shaking up the carbonates market with functional offerings

No sugar claims gain traction in carbonates

Energy boosting claims on the rise across the soft drinks market

WHAT'S NEXT

Premiumisation should help propel health and wellness claims

Producers will need to invest in innovation and marketing to remain relevant

Functional claims expected to become more diversified and more pronounced

CATEGORY DATA

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HW Snacks in the US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers look to achieve healthy indulgence on a budget

INDUSTRY PERFORMANCE

Consumers paying more attention to what goes into their snacks

Taste remains important to winning over consumers despite health concerns

High protein claims tap into the need for health, value and convenience

WHAT'S NEXT

Rise of GLP-1s set to have a growing impact on the snacks market

New legislation could provide a boost to sales of natural snacks

High protein claims still full of potential

CATEGORY DATA

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HW Dairy Products and Alternatives in the US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness movement limited by budgetary constraints in 2024

INDUSTRY PERFORMANCE

Natural, organic and high protein claims prove popular despite economic pressures

Low fat dairy losing its appeal as consumers favour full fat options

Natural claims gain favour as concerns around processed foods grow

WHAT'S NEXT

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HW Cooking Ingredients and Meals in the US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers making healthier choices but financial pressures remain a barrier to growth

INDUSTRY PERFORMANCE

High protein diets thriving while product ingredients come under growing scrutiny

Consumers lose interest in gluten free claims as other priorities take precedence

Vegetarian claims lose their appeal as consumers focus on wellness trends

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KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

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Players look to reposition breakfast cereals as a healthier meal option

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