



**Euromonitor
International**

Health and Wellness in the United Kingdom

December 2025

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UK consumers focus on making healthier choices

INDUSTRY PERFORMANCE

Players promote added functionality to push sales
Consumers demand healthier, natural, and ethical products

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Updates to HFSS regulations set to influence the market's growth and development

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HW Hot Drinks in the United Kingdom

KEY DATA FINDINGS

2024 DEVELOPMENTS

Increasing focus on wellness and new HFSS regulations shaking up the market

INDUSTRY PERFORMANCE

Consumers look for healthy indulgence and wellness benefits from their hot drinks
No caffeine hot drinks find a growing audience backed by new product development

WHAT'S NEXT

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HW Soft Drinks in the United Kingdom

KEY DATA FINDINGS

2024 DEVELOPMENTS

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INDUSTRY PERFORMANCE

Functional and low/no sugar products attract growing interest
Consumers focus on multifunctional soft drinks with added vitamins
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WHAT'S NEXT

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[HW Snacks in the United Kingdom](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

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INDUSTRY PERFORMANCE

HFSS regulations having a big impact on the snacks market
Plant-based offerings a growing focus of the UK's snacks market
New launches increase access to gluten free snacks in 2024

WHAT'S NEXT

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KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

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KEY DATA FINDINGS

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INDUSTRY PERFORMANCE

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WHAT'S NEXT

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HW Staple Foods in the United Kingdom

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Britons looking to make healthier and more responsible purchases

INDUSTRY PERFORMANCE

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Vegetarian claims add value in an increasingly challenging market

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