



Euromonitor
International

Health and Wellness in New Zealand

January 2026

Table of Contents

EXECUTIVE SUMMARY

Wellness becomes more “everyday” as consumers balance clean choices with cost pressures

INDUSTRY PERFORMANCE

Sugar reduction becomes the default, driven by weight management and long-term health priorities
“Better for you” evolves beyond avoidance into functional, natural and free-from choices

WHAT'S NEXT

More targeted wellness will drive growth, led by functional segmentation and clean-label credibility

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HW Hot Drinks in New Zealand

KEY DATA FINDINGS

2024 DEVELOPMENTS

No sugar hot drinks expand as consumers moderate sweetness without giving up routine comfort

INDUSTRY PERFORMANCE

Local flavour pride and mindful consumption influence hot drinks choices
Natural wellness ingredients strengthen their role in hot drink innovation
Sugar reduction becomes a mainstream expectation across hot drinks

WHAT'S NEXT

Functional benefits and mental wellbeing cues are expected to shape innovation
Natural positioning is set to evolve through transparency and authenticity cues
No sugar hot drinks will grow as new players enter with clean-label indulgence

CATEGORY DATA

- Table 1 - Sales of Hot Drinks by Health and Wellness Type: Value 2020-2024
- Table 2 - Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2020-2024
- Table 3 - Company Shares of Organic Hot Drinks (Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 4 - Company Shares of Natural Hot Drinks (2nd Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 5 - Company Shares of Gluten Free Hot Drinks (3rd Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 6 - Company Shares of Good Source of Vitamins Hot Drinks (4th Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 7 - Company Shares of No Allergens Hot Drinks (5th Biggest HW Type in Global Hot Drinks): % Value 2020-2024
- Table 8 - Forecast Sales of Hot Drinks by Health and Wellness Type: Value 2024-2029
- Table 9 - Forecast Sales of Hot Drinks by Health and Wellness Type: % Value Growth 2024-2029

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HW Soft Drinks in New Zealand

KEY DATA FINDINGS

2024 DEVELOPMENTS

No sugar soft drinks remain central as wellness choices become everyday habits

INDUSTRY PERFORMANCE

Functional wellness beverages gain momentum beyond energy and hydration occasions
Sugar reduction remains a priority as portion control and policy discussions intensify
Naturally flavoured sparkling water expands as the “clean refreshment” alternative

WHAT'S NEXT

Emotional wellbeing and tailored functionality are expected to deepen category segmentation
No sugar soft drinks are set to expand further through reformulation and portfolio commitments
Natural soft drinks will benefit from clean labels, sustainability cues, and local authenticity

CATEGORY DATA

Table 10 - Sales of Soft Drinks by Health and Wellness Type: Value 2020-2024
Table 11 - Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2020-2024
Table 12 - Company Shares of No Sugar Soft Drinks (Biggest HW Type in Global Soft Drinks): % Value 2020-2024
Table 13 - Company Shares of Energy Boosting Soft Drinks (2nd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
Table 14 - Company Shares of Natural Soft Drinks (3rd Biggest HW Type in Global Soft Drinks): % Value 2020-2024
Table 15 - Company Shares of Good Source of Vitamins Soft Drinks (4th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
Table 16 - Company Shares of Gluten Free Soft Drinks (5th Biggest HW Type in Global Soft Drinks): % Value 2020-2024
Table 17 - Forecast Sales of Soft Drinks by Health and Wellness Type: Value 2024-2029
Table 18 - Forecast Sales of Soft Drinks by Health and Wellness Type: % Value Growth 2024-2029

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[HW Snacks in New Zealand](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Functional and allergen-safe snacking gains momentum alongside clean-label indulgence

INDUSTRY PERFORMANCE

Digestive health, high-protein snacking and clearer allergen communication reshape the category
Gluten-free shifts from niche dietary need to broader 'safe choice' and wellness shorthand
Natural positioning benefits from clean-label trust, local authenticity and ingredient transparency

WHAT'S NEXT

Emotional wellness, gut health and protein will intensify as consumers look for 'everyday functionality'
Gluten-free is expected to remain a growth engine as it becomes more mainstream and more multifunctional
Natural will continue to gain relevance as clean-label expectations and sustainability become inseparable

CATEGORY DATA

Table 19 - Sales of Snacks by Health and Wellness Type: Value 2020-2024
Table 20 - Sales of Snacks by Health and Wellness Type: % Value Growth 2020-2024
Table 21 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2020-2024
Table 22 - Company Shares of Vegetarian Snacks (2nd Biggest HW Type in Global Snacks): % Value 2020-2024
Table 23 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2020-2024
Table 24 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2020-2024
Table 25 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2020-2024
Table 26 - Forecast Sales of Snacks by Health and Wellness Type: Value 2024-2029
Table 27 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2024-2029

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[HW Dairy Products and Alternatives in New Zealand](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sugar reduction and gut health claims reshape what "healthy dairy" means

INDUSTRY PERFORMANCE

Health-led scrutiny pushes brands towards lower sugar recipes and functional positioning
Good source of minerals remains a core dairy reassurance cue, especially through calcium messaging
Low fat stays relevant but increasingly competes with newer health priorities

WHAT'S NEXT

Low sugar and digestive health will remain the most important engines of future dairy wellness growth
Good source of minerals is expected to stay resilient as bone health concerns and everyday nutrition needs grow
Low fat is likely to soften as “naturalness” and sugar reduction become more persuasive health cues

CATEGORY DATA

Table 28 - Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2020-2024

Table 29 - Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2020-2024

Table 30 - Company Shares of Organic Dairy Products and Alternatives (Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 31 - Company Shares of Good Source of Minerals Dairy Products and Alternatives (2nd Biggest HW Type in Global Dairy Products and Alternatives): % V

Table 32 - Company Shares of Gluten Free Dairy Products and Alternatives (3rd Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-20

Table 33 - Company Shares of Lactose Free Dairy Products and Alternatives (4th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2

Table 34 - Company Shares of Low Fat Dairy Products and Alternatives (5th Biggest HW Type in Global Dairy Products and Alternatives): % Value 2020-2024

Table 35 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: Value 2024-2029

Table 36 - Forecast Sales of Dairy Products and Alternatives by Health and Wellness Type: % Value Growth 2024-2029

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[HW Cooking Ingredients and Meals in New Zealand](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-led convenience supports everyday cooking decisions

INDUSTRY PERFORMANCE

Health-conscious choices remain strong despite ongoing price pressure
Vegetarian cooking ingredients and meals gains relevance through flexitarian lifestyles and inclusivity
Natural, low sugar and functional positioning expand beyond niche products

WHAT'S NEXT

Functional health, local sourcing and “fake-away” flavours will shape innovation
Vegetarian is expected to grow as plant-based solutions become more mainstream
Natural and functional claims will keep growing, especially in spreads and meal enhancers

CATEGORY DATA

Table 37 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024

Table 38 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2020-2024

Table 39 - Company Shares of Organic Cooking Ingredients and Meals (Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 40 - Company Shares of Gluten Free Cooking Ingredients and Meals (2nd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 41 - Company Shares of Vegetarian Cooking Ingredients and Meals (3rd Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 42 - Company Shares of Vegan Cooking Ingredients and Meals (4th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 43 - Company Shares of Natural Cooking Ingredients and Meals (5th Biggest HW Type in Global Cooking Ingredients and Meals): % Value 2020-2024

Table 44 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2024-2029

Table 45 - Forecast Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 2024-2029

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HW Staple Foods in New Zealand

KEY DATA FINDINGS

2024 DEVELOPMENTS

Gluten-free remains the standout claim as health-led reformulation and lifestyle diets expand

INDUSTRY PERFORMANCE

Plant-based eating expands through flexitarian habits and younger consumers’ openness to trial

Gluten-free product development keeps evolving, supported by mainstream health priorities and staple demand

High fibre benefits as processed fruit and vegetables offer affordable nutrition with clearer health cues

WHAT’S NEXT

Nutrition literacy, gut health and category reinvention are expected to shape staple foods demand

Gluten-free is expected to diversify further as brands target multiple lifestyle needs simultaneously

High fibre positioning will remain important but may evolve through clearer functional messaging and new formats

CATEGORY DATA

Table 46 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024

Table 47 - Sales of Staple Foods by Health and Wellness Type: % Value Growth 2020-2024

Table 48 - Company Shares of Gluten Free Staple Foods (Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 49 - Company Shares of Organic Staple Foods (2nd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 50 - Company Shares of High Fibre Staple Foods (3rd Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 51 - Company Shares of Vegetarian Staple Foods (4th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 52 - Company Shares of No Allergens Staple Foods (5th Biggest HW Type in Global Staple Foods): % Value 2020-2024

Table 53 - Forecast Sales of Staple Foods by Health and Wellness Type: Value 2024-2029

Table 54 - Forecast Sales of Staple Foods by Health and Wellness Type: % Value Growth 2024-2029

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