Health and Wellness in New Zealand

January 2026

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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

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COUNTRY REPORTS DISCLAIMER

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

COUNTRY REPORTS DISCLAIMER

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

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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

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CATEGORY DATA

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