



Euromonitor
International

HW Staple Foods in New Zealand

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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 1 - Sales of Staple Foods by Health and Wellness Type: Value 2020-2024
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Health and Wellness in New Zealand - Industry Overview

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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