

# Competitor Strategies in Health and Wellness Packaged Food

March 2022

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## INTRODUCTION

Scope Examining five trends shaping Health and Wellness Packaged Food

#### COMPETITIVE ENVIRONMENT

Traditional leaders are challenged by local players Health and wellness market set to continue to be fragmented Developed markets remain key sales segment While the leaders remain in place, new players enter the top 10 Future portfolio diversification will be led by free from category H&W trend anticipated to have the strongest influence on food and nutrition industry

## **OPPORTUNITIES IN KEY HW SEGMENTS**

Investigating the main health and wellness food categories and their trends globally Chinese preference for local milk formula determines new growth winners within FF Value growth to be driven by demand for hypoallergenic infant formula Holistic approach to health supports demand for additional functionality Better for you category decline briefly interrupted by pandemic-induced weight concerns E-commerce to assist local brands' expansion with low-sugar innovations Sugar reduction claims are most frequently seen in Eastern Europe In the wake of the pandemic naturally healthy innovations are springing up Health concerns drive consumer interest in naturally healthy foods Three Squirrels' ambitions in China will affect category dynamics nationwide Companies are seeking to benefit from the trend for free from products North America and Western Europe drive free from sales Fungi fermentation to further expand animal-free protein horizons Free from growth expected to continue on the back of eager young generations Private label offer expands within organic category Sustainable product qualities to build up organic claim value

#### **BUSINESS STRATEGIES**

Top six HW packaged foods players in the spotlight After the surge in immune support, Danone turns to protein fortification Danone as trendsetter for milk alternatives development Nestlé emphasises sales development in China With intense innovation, Nestlé is competing to achieve its net zero goals Consumer demand for healthier products drives Kellogg to innovate further With stagnation in cereals, General Mills demonstrates versatility in its portfolio PepsiCo's growth driven by extensions of flagship brands Mondelez CoLab and acquisitions continue to expand the company's portfolio Business strategies to win for leading HW market players Examining five trends shaping Health and Wellness Packaged Food

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