



# Naturally Good: Same, Same, but... Different?

Sustaining renewed growth in 'Better For'  
packaged goods & what's to come

May 2025

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# A decade of positive change derailed by chaos...



2015

2020

2025

2030

2035



... but the future is  
starting to look  
bright



'Better for' trends tracking Same, Same but.. *Different?!*



2015

2020

2025

2030

2035

Value & Convenience



'Better for' trends tracking Same, Same but.. *Different?!*



2015

2020

2025

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2035

Value & Convenience



1 Confidence **Comeback?**

2 Super-ish **Sales**

3 Same, Same but ***Different?***



The background features a complex, abstract pattern of wavy, horizontal lines in shades of purple, magenta, and orange, creating a sense of depth and movement. Overlaid on the left side of the image is a large, white, outlined number '01'.

01

Confidence  
Comeback?



Reality check first

# Cost-of-living still, by far, the #1 issue

Most important issues the government  
should focus on (unprompted)\*

01

**Cost-of-living: 58%**  
+3pts vs. May 2024

02

Housing supply & affordability: 30%

The top issues facing Australia\*\*

01

**Cost-of-living: 64%**  
+37pts vs. 2021

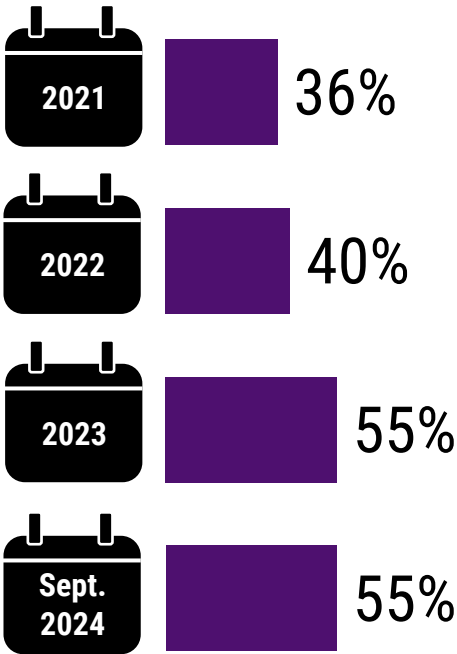
02

Housing: 37%

# Careful and considered approach to spending persists

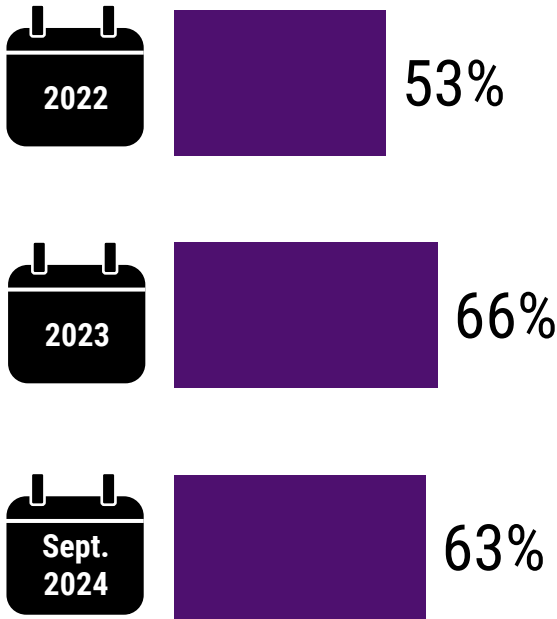
## Still a (growing) majority **making cutbacks**

“Over the past 6 months, I have **made numerous cutbacks to save money**”



## **Intentional mindset** of reining in spend

“Putting **planned purchases on hold** and **reining in regular spending**”



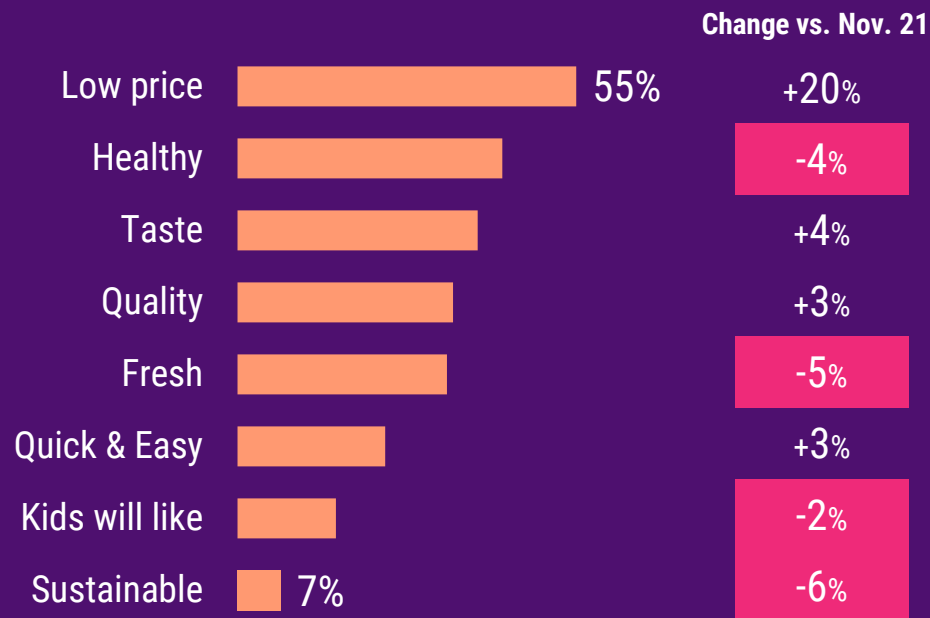
Source: Circana Shopper Panel Surveys; September 2024; n = 4,828; January 2024; n = 5,094 June 2023, n = 5,042; 2022, n= 5,137; 2021, n = 5,508



# Fixation on low price above all else

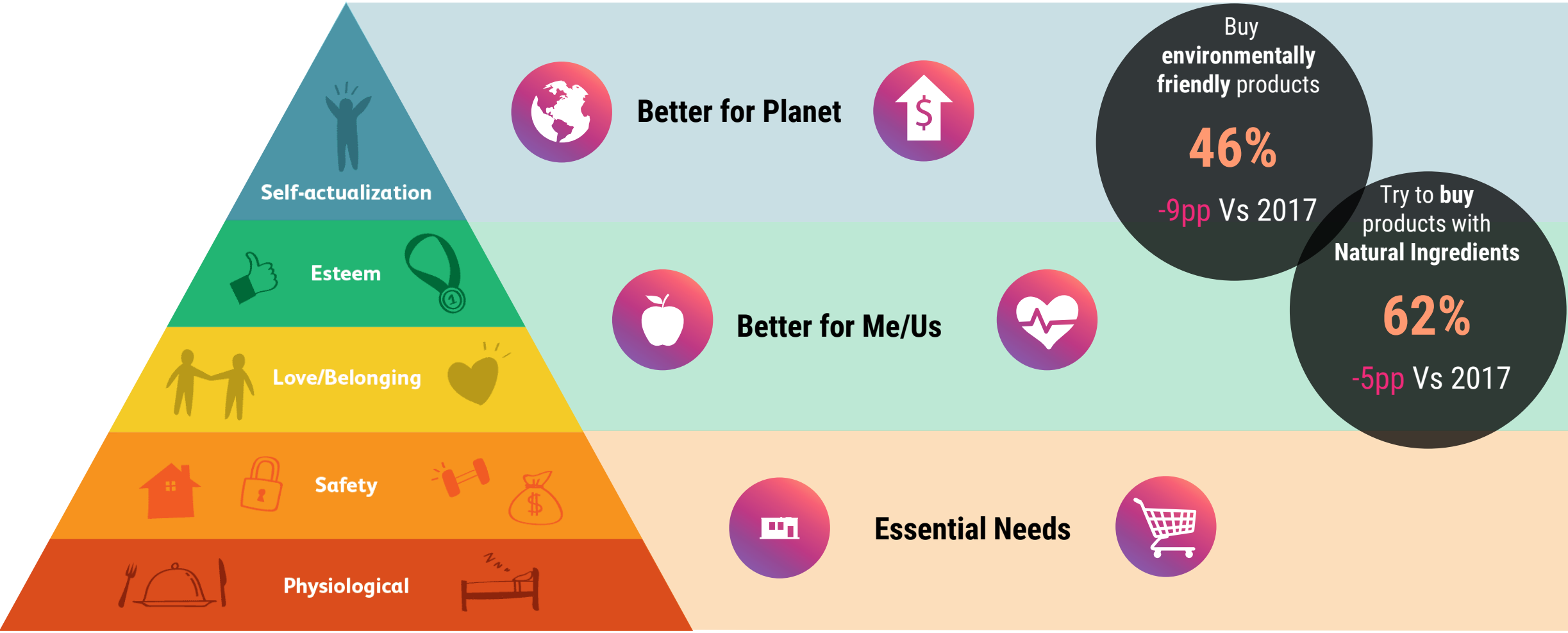
## Value priorities

Top 3 Woolworths customer value priorities, Nov. 24





# Hierarchy of needs driving behaviour





# Unlocking the shackles of a cautious mindset?

Trading down likely to ease;  
Experimentation revival too

“Willing to pay a premium price for better quality”

**+15pp vs YA**

**-8pp vs 2019**

“Like to try new products / brands”

**+17pp vs YA**

**-1pp vs 2019**

**Consumer Confidence**

**92.1**

**+13.1pts vs YA.**





02

Super-ish  
Sales



# Retail revenues accelerating in the latest QTR

Further encouragement from some softer YoY comparatives ahead

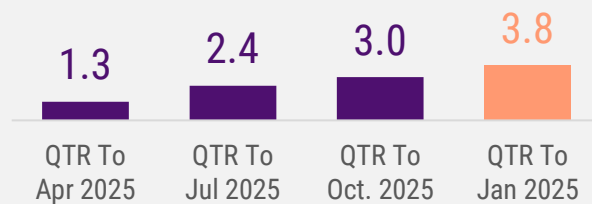
## Total Retail



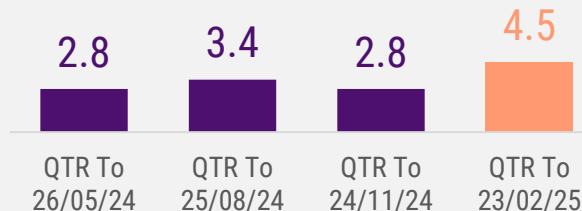
## Total Grocery



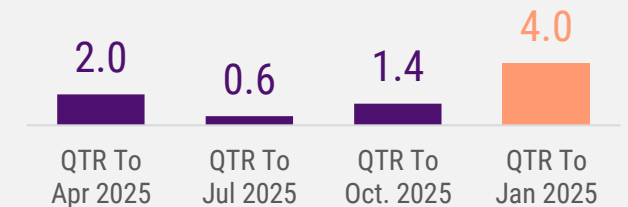
## Total Foodservice



Strongest since QTR To Apr. 2023



Strongest since QTR To Nov. 2023



Strongest since QTR To Oct. 2023



# Food & beverages delivering more consistent growth

Edibles delivering 8X the level of absolute growth over 2 yrs compared to non-food





# Wellness remains a key focus for Australians

## Health Foods



Dollars    Units  
+19.5%   +16.2%

Sports & Diet

## Medicinal



Dollars    Units  
+5.7%    +2.1%

Digestive, Cold & Flu,  
Nicotine replacement

## Vitamins



Dollars    Units  
+7.9%    +2.3%

Muscle Support, Digestion,  
Heart Health, Immunity



# Unlocking growth through functional needs



## Digestive +16%

**Liquid** is an emerging format, nearly doubling its size vs YA and now **5x bigger than 2 YA**.

Gut health formulas with added **Collagen** are gaining traction combining beauty and digestive benefits.



## Heart Health +20%

Over 60% of growth in Heart Health is driven by NPD, showing strong **shopper response to innovation**.

**Omega-3s** are evolving with a focus on **higher purity, concentrated doses and odourless formulations**.

**CoQ10** and **Mini Caps** formats continue to see growing demand.



## Muscle Pain +12%

The segment is shifting from **traditional tablets** to more appealing formats like **Gummies** and **Effervescent**.

**Magnesium** is the standout ingredient, particularly in **high-dose** and **night-use** products targeted at **active and aging consumers**.



## Stress/Sleep +30%

Growing appeal of stress relief beyond sleep support, with **Magnesium** leading growth, often featured in **dual-positioned products** (e.g., Sleep + Stress or Sleep + Muscle).

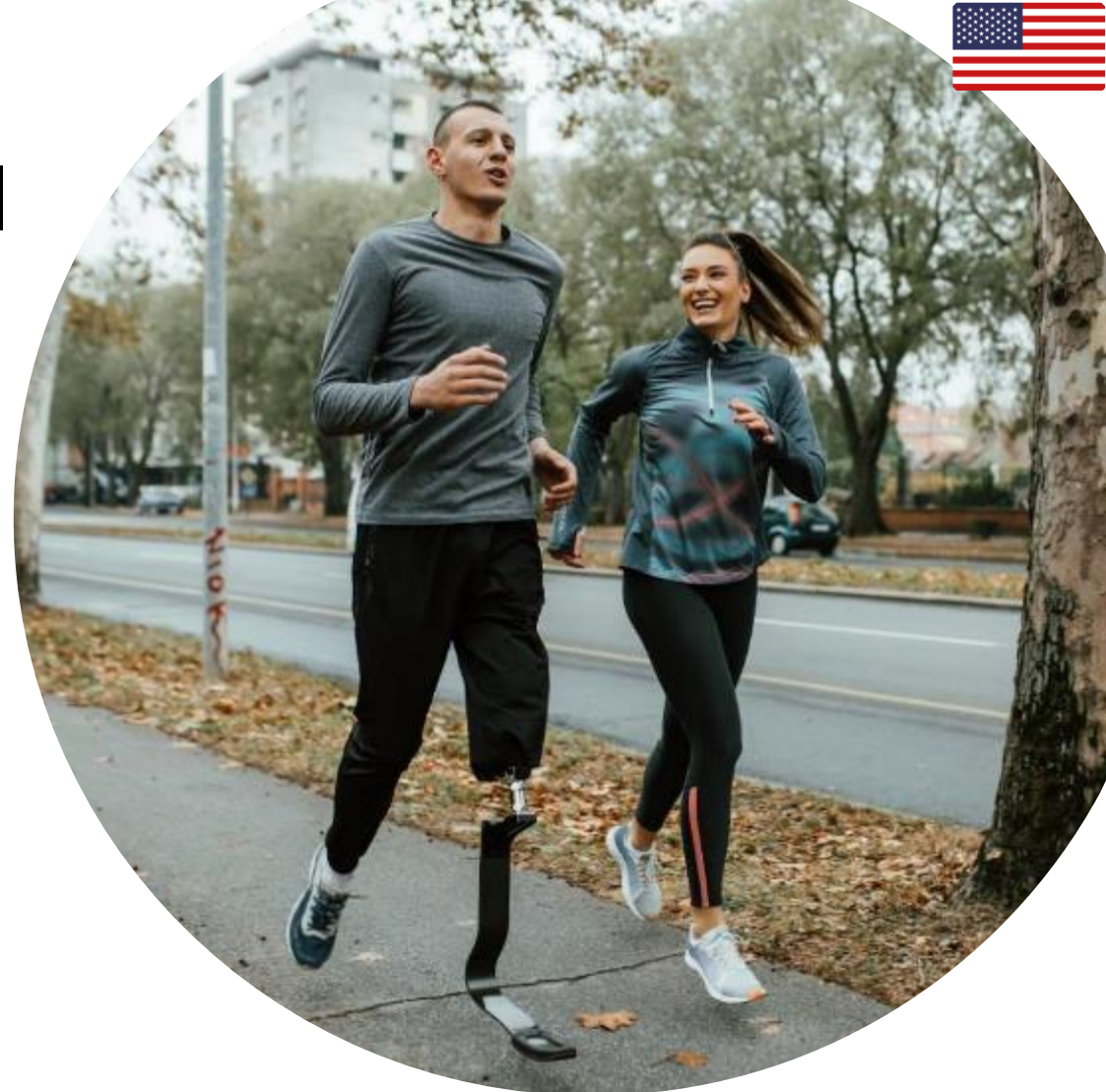
Botanical heroes like **Ashwagandha**, **Kava** and **Zizyphus**, are gaining traction, offering complementary, **natural benefits that appeal to wellness-minded consumers**.



# Growing supplement ingredients offer both physical and mental health benefits

Dollar Sales Change (\$MM)

Ingredients		% Change
PROTEIN - ANIMAL - GENERAL	\$201.0	+25%
PROTEIN - ANIMAL - MULTI	\$123.1	+11%
BEET ROOT	\$48.8	+74%
MAGNESIUM	\$47.6	+18%
PROTEIN - PLANT - MULTI	\$37.0	+12%
PROTEIN - ANIMAL - WHEY	\$33.2	+6%
ASHWAGANDHA	\$24.8	+21%
PROTEIN - ANIMAL - MILK & EGG	\$23.4	+5522%
CREATINE	\$16.1	+26%
FISH OIL CONCENTRATE	\$15.1	+6%
MISC SUPPLEMENTS - OTHER	\$12.6	+5%
PROTEIN - PLANT - PEA	\$7.8	+16%
MUSHROOMS - OTHER	\$5.6	+83%







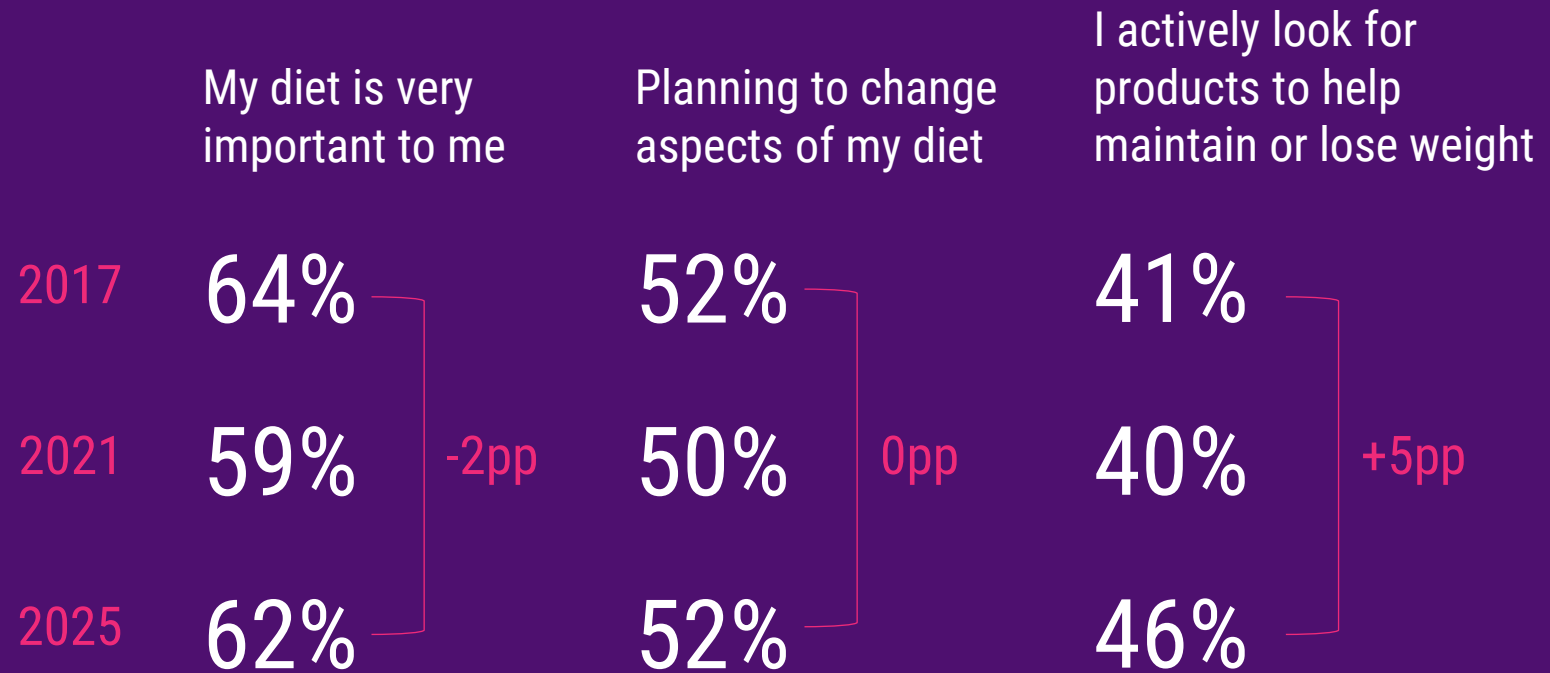
03

Same, Same  
but Different?





# Mindsets haven't changed much in the last decade



Source: Circana Shopper Panel Survey, January 2025; n = 4,865

# Key trends will endure but evolve

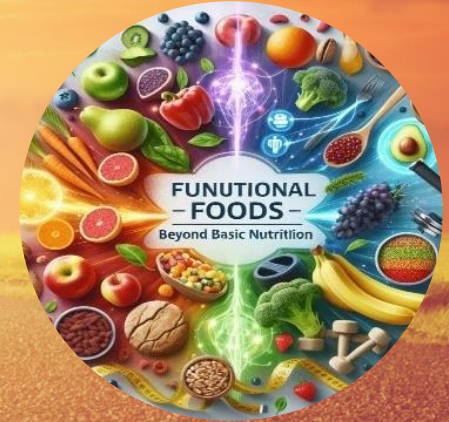
## Convenience



**Protein Power**



**Restrict & Avoid**



**Functional First**

## Value



# Protein powering-on with no signs of slowing

Then



2020

2022

Volatility and widespread appeal of protein is evident across categories and brands



key battleground in Diet & Sport

With additional scope for personalised/ more precise targeting...



Now



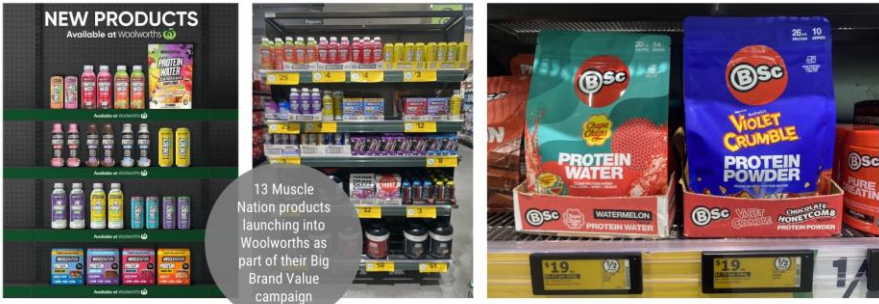
**The Guardian**  
Shuttered restaurants, burgers uneaten: why vegan products are being left on the shelf  
March 2024

**Investing.com**  
Beyond Meat stock hits 52-week low at \$3.54 amid market challenges  
December 2024

**FOOD manufacture**  
Nestle axes vegan KitKat after demand falls  
January 2025

Source: Circana MarketEdge Grocery Scan, MAT To November 2024; \*Hofman, 2023; Circana Store Visits  
Circana, LLC | Proprietary and confidential

Protein-led brands securing premium ranging slots



Source: Circana MarketEdge Grocery Scan, MAT To 05/01/25; MAT 21/02/23 & MAT To 03/01/21 Circana Shopper Panel, MAT To 23/02/25; Protein growth derived from SKUs with protein in SKU descriptor & brands with protein forward positioning



# What's Next for Protein?



## Alternative Source & Hybrid Proteins

- Lab-grown meats
- Repurposed 'waste'
- Rise of hybrid 'meat'

## Mainstream adoption of Insect Proteins



1/3<sup>rd</sup> of Aussies  
using medication to  
support weight-loss

Up to  
**40%**  
By 2030

Focus on Muscle  
Health – Targeted use  
for GLP-1 drugs

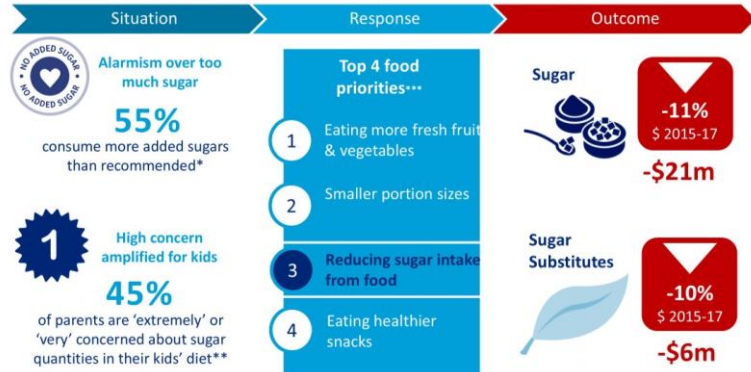
Source: Circana Analysis; CSIRO Report: What's cooking? Insights on the future of protein; Morgan Stanley Analysis on Obesity & effects of GLP-1



# Free From revolution to a Sugar Free renaissance

## Then

Sugar's shifted to centre stage as the new dietary demon



"bad carb," is mainstream



Australians 'concerned about their sugar intake':

44%\*

2017

INVEST IN COMPELLING GUI  
FREE 'WHITE SPACE' BEFORE  
START-UPS TAKE IT

INVEST IN PURSUIT OF  
LEADERSHIP IN THE BU  
FROM SPACE

Sainsbury's 'Deliciously Freefrom' is a high



High performing BFY bagged snacks optimise SRP real estate



2020

## Now

Significant growth from sweet treats...

	Yogurt & Dairy Desserts	Soft Drinks	Confectionery (choc & sugar)	Frozen Desserts	Baking & Desserts	Chilled Juices
Dollar growth	+11.0%	+10.2%	+9.2%	+7.7%	+7.0%	+7.0%
Units growth	+12.4%	+5.6%	+0.5%	+3.9%	+2.7%	+0.6%
Growth ratio	3.1x	2.9x	2.6x	2.2x	2.0x	2.0x

...although no and reduced sugar claims underpin permissibility and enormous growth





# How to win moving forward!

**Focus on flavour**  
& holistic product  
development



- Taste is king
- Educate on other benefits; fibre , protein etc

**Keep it Natural!**  
Consumers are actively avoiding  
artificial sweeteners



**Transparency** Education & Labelling

Trust package claim

**32%**

+6pp vs 2017

3. BENEFITS

1. BRAND

2. PRODUCT

4. FLAVOUR



Source: Circana Shopper Panel Survey, January 2025; n = 4,865

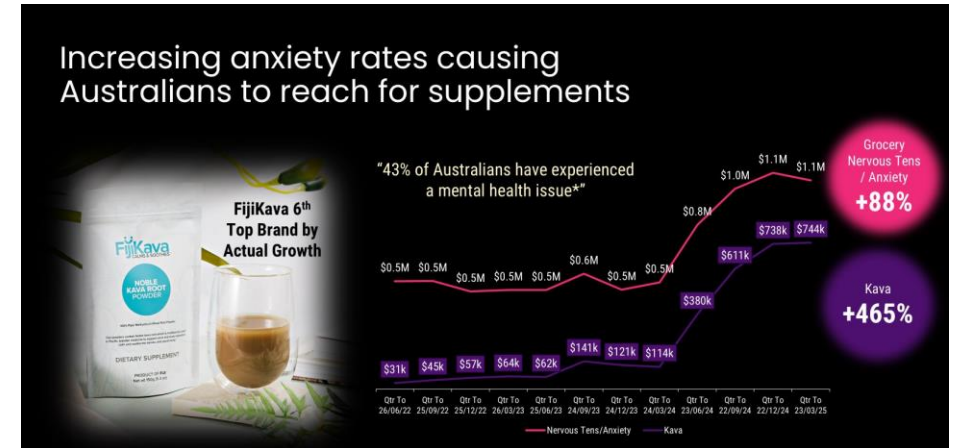


# Feeling good from functional benefits

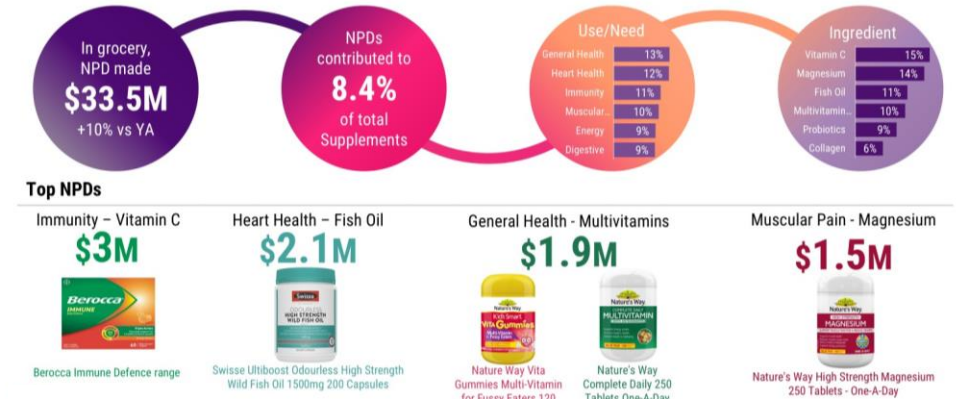
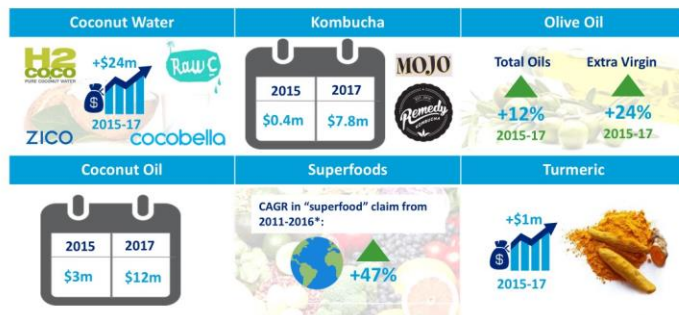
Then

Now

Both are relevant to the health movement



Riding the momentum of inherently nutrient dense foods...



Source: Circana MarketEdge Grocery Scan, MAT To 05/01/25 & MAT To 03/01/21 Circana Shopper Panel, MAT To 23/02/25; Protein growth derived from SKUs with protein in SKU descriptor & brands with protein forward positioning

# What's Next for Functional



## Cognitive Function

Going beyond recovery  
& protein heroes

- Focus
- Stress
- Sleep
- Hormonal Balance

## Functional mushrooms

Benefits will go  
mainstream



## Transparency

Growing need for  
science-backed claims



## Personalisation

Using tech to tap into  
hyper-personalised diets

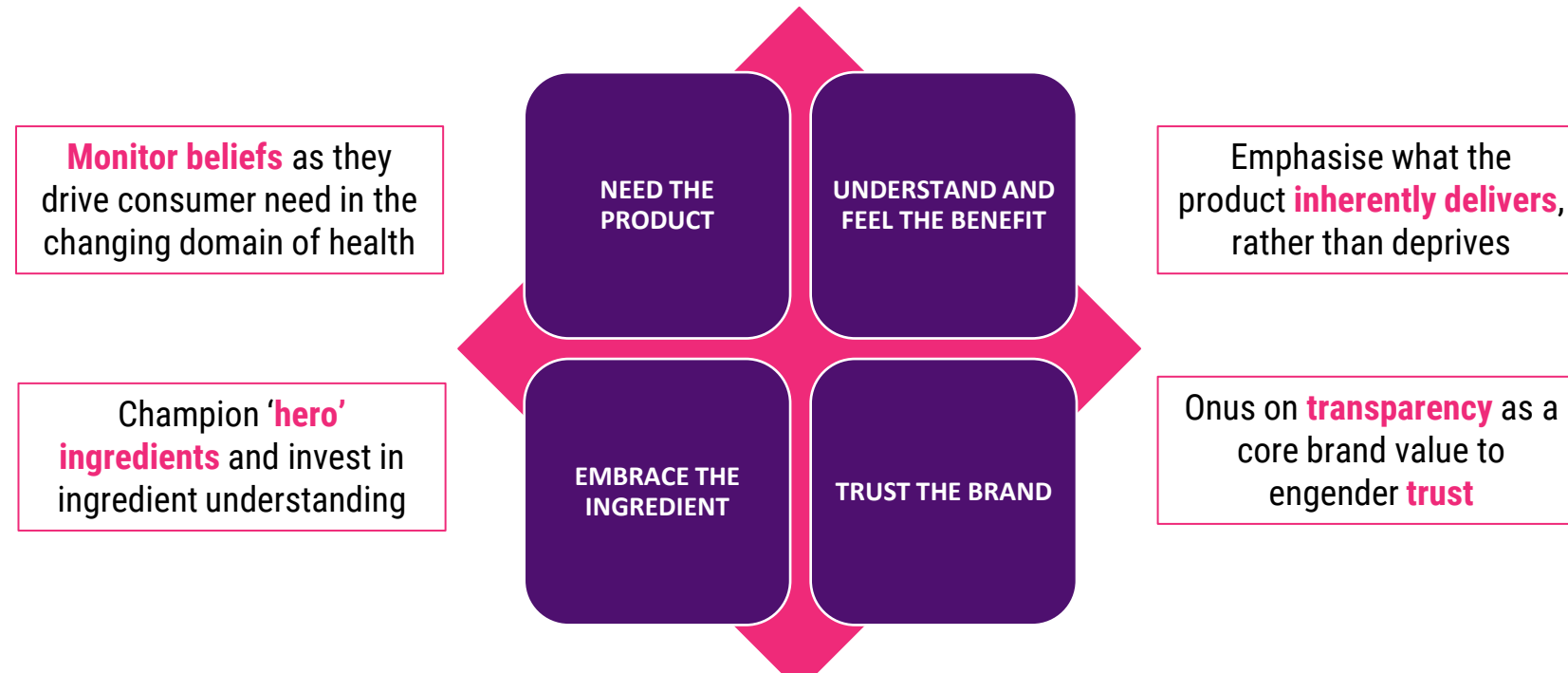


Source: Circana Shopper Panel Survey, January 2025; n = 4,865



# Be mindful of what it takes to win...

Four precursors to winning in health & wellness are that consumers...

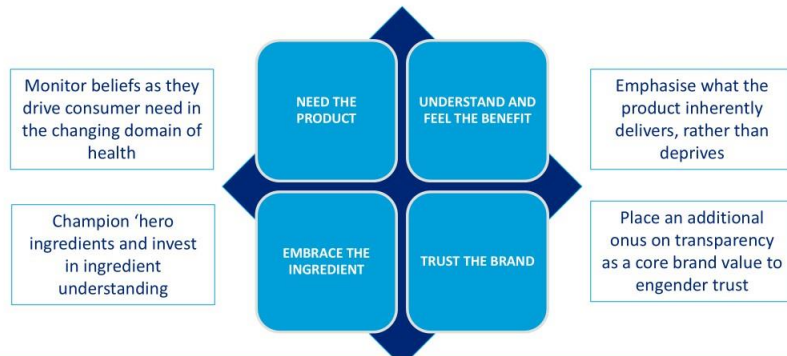


...and that retailers/suppliers target the right shopper segment to win

# Which really is... Same Same, but *Different*

## BE MINDFUL OF FOUR PRINCIPLES FOR WINNING IN HEALTH AND WELLNESS ALIGNED NPD...

Four precursors to winning in health are that consumers...



...and that retailers/suppliers target the right shopper segment to win

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Source: IRI analysis



## ...AND BECOME ALIGNED WITH THE OVERLAPPING HEALTH TRENDS DRIVING SHOPPER CHOICES



Circana/IRI 2017 Report: *Health Trends Driving Growth In Australian FMCG*



# Thank you



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