



Euromonitor
International

Health and Wellness in Canada

July 2024

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EXECUTIVE SUMMARY

- Health and wellness in focus
- Consumer weight trends
- Consumer diet trends
- Health-related deaths
- Blood pressure and cholesterol levels
- Diabetes prevalence

DISCLAIMER

HW Hot Drinks in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Consumers seek transparency in organic and natural coffee and tea
- 2023 sees no caffeine as leading claim within health and wellness hot drinks
- Probiotic supported by heightened health and wellness awareness and focus on gut health

PROSPECTS AND OPPORTUNITIES

- Fortified/functional tea to become key area of focus
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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Natural is leading health and wellness claim in soft drinks
- Functional/fortified variants gain ground in soft drinks
- Canadians turn away from high sugar and chemical additives

PROSPECTS AND OPPORTUNITIES

- Natural will remain leading claim in health and wellness soft drinks over the forecast period, with consumers shifting further away from sugar and artificial sweeteners
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Rising awareness of food intolerance sees gluten free as leading claim

Energy boosting makes gains in health and wellness snacks

PROSPECTS AND OPPORTUNITIES

Amid persistent growth in snacking, consumers will continue to shift towards better-for-you products, with labelling legislation set to make its impact

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Low fat is leading health and wellness claim, driven by obesity concerns in Canada

Immune support benefits from heightened awareness, as health and wellness trends drive greater interest in clean labels and ingredients

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Prevailing trends prompt players to adjust portfolios in response to evolving demand

No allergens has its ups and downs in 2023 while some edible oils see further struggles

PROSPECTS AND OPPORTUNITIES

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Natural leads health and wellness claim in staple foods

Weight management expands in processed fruit and vegetables and processed meat, while new regulations target labelling and advertising

PROSPECTS AND OPPORTUNITIES

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