



# HW Snacks in Canada

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Better for you snacks lead the way for weight-conscious Canadians  
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  
Labelling legislation set to impact development with consumers already looking for clean ingredients  
Gluten free will continue to drive sales of health and wellness snacks in Canada, with plant-based and low/no sugar options gathering pace

#### CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2023

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2023

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### Health and Wellness in Canada - Industry Overview

#### EXECUTIVE SUMMARY

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

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