



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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Table 9 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2023-2028

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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