



HW Cooking Ingredients and Meals in Canada

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Natural is leading claim as consumers focus on avoiding additives and shift towards functional foods with specific health benefits

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

Forecast period to see heavy demand for functional properties and specific health benefits, while players face stricter rules and regulations

Vegetarian offers further promise in line with rising environmental consciousness and concerns over animal welfare

Probiotic to be driven by demand for greater fortified/functional foods as retailers focus on differentiation

CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2019-2023

Table 2 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: % Value Growth 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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