



# HW Staple Foods in Canada

July 2024

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers prioritise functional products with specific benefits to meet their wellbeing needs as plant-based trend rises

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

Clean labels stand out amid expanding health and wellness claims

Organic still offers potential, driven by environmental concerns and clean eating

Keto staple foods to expand beyond niche acceptance, while consumers continue to shift away from carbs

#### CATEGORY DATA

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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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