



Health and Wellness in Canada

July 2024

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Health and Wellness in Canada

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
Organic and natural will continue as key health and wellness claims in hot drinks over the forecast period
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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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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

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

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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

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