

## **HW Cooking Ingredients and Meals in Canada**

Market Direction | 2024-07-31 | 19 pages | Euromonitor

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### **Report description:**

Following the COVID-19 pandemic, many Canadian consumers continued to cook at home throughout 2023, and as people strive for greater wellbeing they are particularly conscientious of what they consume. Cooking ingredients are under scrutiny from both consumers and regulatory bodies - brands presenting themselves as clean with natural, organic ingredients and a transparent and short ingredients list have been well-received.

Euromonitor International's HW Cooking Ingredients and Meals in Canada report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2019-2023, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: HW Cooking Ingredients and Meals by Type, HW Edible Oils, HW Meals and Soups, HW Sauces, Dips and Condiments, HW Sweet Spreads.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the HW Cooking Ingredients and Meals market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International  
July 2024

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**HW COOKING INGREDIENTS AND MEALS IN CANADA**

**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

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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

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