

## HW Snacks in Canada

Market Direction | 2024-07-31 | 14 pages | Euromonitor

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### **Report description:**

Post-COVID-19-pandemic, at-home snacking remains high in Canada, with rising consumer interest in health-positioned options, including no sugar and no fat variants. With more than two thirds of Canadian adults either overweight or obese, weight management is a growing issue, and the pandemic has increased awareness of weight management thanks to the rising health risks in association with obesity.

Euromonitor International's HW Snacks 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 Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

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 Snacks 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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reliable information resources to help drive informed strategic planning.

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HW Snacks in Canada  
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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

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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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