

HW Staple Foods in Canada

Market Direction | 2024-07-31 | 15 pages | Euromonitor

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Report description:

Canadians are increasingly demanding functionality and specific benefits from their food in a trend already underway per-pandemic and continuing to accelerate. Other key microtrends include no allergens, especially in baked goods, and keto - notable in breakfast cereals. The fortified/functional trend is tangible in several key segments; for instance, producers of leavened bread are adding ingredients such as super grains and seeds, as well as high fibre and high protein content, to address vari...

Euromonitor International's HW Staple Foods 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 Baked Goods, HW Breakfast Cereals, HW Processed Fruit and Vegetables, HW Processed Meat, Seafood and Alternatives to Meat, HW Rice, Pasta and Noodles, HW Staple Foods by Type.

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

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