

## Canada Functional Foods and Natural Health Products Market Report and Forecast 2025-2034

Market Report | 2025-06-20 | 250 pages | EMR Inc.

## **AVAILABLE LICENSES:**

- Single User License \$2789.00
- Five User License \$3909.00
- Corporate License \$5099.00

## Report description:

The Canada functional foods and natural health products market was valued at USD 6.67 Billion in 2024 driven by the rising consumer preference for organic and plant-based products across the region. The market is expected to witness a CAGR of 7.50% during the forecast period of 2025-2034 and attain a market value of USD 13.75 Billion by 2034.

Canada Functional Food and Natural Health Products Market Overview

Functional foods and natural health products are consumables designed to offer additional health benefits beyond basic nutrition. Functional foods, such as fortified cereals or probiotic yoghurts, contain bioactive compounds that support specific functions like immunity or digestion. Natural health products include supplements, vitamins, minerals, and herbal remedies, aiming to address nutritional gaps or improve overall well-being. Both categories cater to the growing demand for preventive healthcare, promoting wellness through natural or enhanced ingredients. Widely adopted by health-conscious consumers, these products align with trends favouring clean-label, sustainable, and personalised solutions, playing a pivotal role in modern dietary and healthcare practices.

Canada Functional Foods and Natural Health Products Market Growth Drivers

Mustard-Based Innovation Driving Market Growth in Functional Ingredients

The increasing demand for plant-based functional ingredients and innovations in sustainable agricultural practices are key drivers in Canada's functional foods and natural health products market. For instance, in September ?2024, MustGrow Biologics secured funding from Agriculture and Agri-Food Canada (AAFC) to explore mustard-derived ingredient applications for human and animal health and food products. This initiative is expected to fuel market growth by introducing novel, sustainable ingredients with potential health benefits, aligning with consumer demand for functional and eco-friendly solutions.

Scotts International. EU Vat number: PL 6772247784

Sustainable Nutrition Partnerships Elevating Canada Functional Foods and Natural Health Products Market Development Opportunities

Rising consumer interest in sustainable and protein-enriched nutrition and advancements in fermentation-derived ingredients are boosting Canada's natural health products market. For instance, in June ?2024, TurtleTree partnered with Strive to develop innovative products, including immunity-support beverages and protein powders, featuring TurtleTree's animal-free lactoferrin. This collaboration will likely drive market development by expanding the product range of sustainable, functional beverages and powders. These offerings meet consumer preferences for ethical, nutrient-dense solutions, fostering innovation and growth in the forecast period.

Regulatory Changes Enhancing Accessibility and Compliance to Meet Rising Canada Functional Foods and Natural Health Products

Market Demand

The regulatory emphasis on risk-based assessments and transparency in natural health products is a significant market driver. For instance, in February ?2024, the National Association of Pharmacy Regulatory Authorities (NAPRA) announced the removal of ephedrine and pseudoephedrine-containing products from the National Drug Schedules, following Health Canada's guidance. This policy shift promotes safer access to natural health products while ensuring regulatory compliance. By streamlining product availability and fostering consumer confidence, the regulatory changes are expected to support market value growth over the forecast period.

Canada Functional Foods and Natural Health Products Market Trends

The market is witnessing several trends and developments to improve the current scenario. Some of the notable trends are as follows:

Plant-Based Products Driving Market Growth in Canada

The growing popularity of plant-based diets is significantly influencing the Canada Functional Foods and Natural Health Products market. Consumers are increasingly shifting towards sustainable and vegan-friendly options, favouring plant-derived proteins, omega-3 supplements, and herbal extracts. This trend is driven by environmental concerns, ethical considerations, and health benefits. Manufacturers are responding by introducing innovative plant-based formulations, enhancing the market's appeal. With sustained consumer interest in clean-label and minimally processed products, the plant-based segment is expected to drive substantial market growth during the forecast period, catering to diverse dietary preferences and supporting broader health-conscious lifestyles.

Plant-Based Innovations to Fuel Canada Functional Foods and Natural Health Products Market Growth

A rising focus on sustainable and plant-based ingredients is shaping Canada's functional foods and natural health products market. Mustard-derived ingredients are gaining traction due to their versatile applications in the health and food sectors. For instance, in September ?2024, MustGrow Biologics Corp., with funding from Agriculture and Agri-Food Canada, initiated research on mustard-based innovations at the Guelph Research & Development Centre. This initiative underscores the growing demand for sustainable solutions and is poised to introduce unique, functional ingredients with significant health benefits. Such developments are expected to drive market growth by meeting evolving consumer preferences for eco-friendly and health-oriented products.

Page 2/13

Clean Label Products Enhancing Canada Functional Foods and Natural Health Products Market Value

Scotts International. EU Vat number: PL 6772247784

Consumer demand for clean-label products is reshaping the functional foods and natural health products market in Canada. Shoppers increasingly prioritise transparency in ingredient sourcing, favouring products free from artificial additives and preservatives. This preference aligns with broader health and sustainability trends, encouraging manufacturers to adopt natural formulations. Products highlighting organic certification, non-GMO claims, and allergen-free guarantees are particularly gaining traction. This shift towards clean-label offerings is expected to elevate market value, enabling brands to cater to health-conscious consumers while building loyalty through trust and transparency.

Ageing Population Driving Canada Functional Foods and Natural Health Products Market Expansion

Canada's ageing population is a key driver of the natural health products market, with a growing focus on preventative care. Older consumers increasingly seek products that support heart health, cognitive function, and joint mobility. Functional foods and supplements targeting specific age-related concerns are experiencing rising demand. This demographic trend encourages innovation in nutrient-dense products and customised solutions to address evolving health needs. With healthcare costs rising, the focus on proactive wellness is poised to expand the market, positioning it for sustained growth in the coming years.

Canada Functional Foods and Natural Health Products Market Segmentation

The market report offers a detailed analysis of the market based on the following segments:

Market Breakup by Nature

- Organic
- Conventional

Market Breakup by Product

- Functional Food Product ?
- ??- Bakery and Confectionery
- ??- Dairy Products
- ??- Fish and Eggs
- ??- Pulses
- ??- Oats and Cereals
- ??- Oils and Fats
- ??- Others
- Natural Health Product ?
- ??- Probiotic
- ??- Proteins and Amino Acids
- ??- Phytochemical and Plant Extracts
- ??- Prebiotics
- ??- Fibers and Specialty Carbohydrates
- ??- Omega-3 Fatty Acids
- ??- Carotenoids
- ??- Natural Vitamins and Minerals
- ??- Others

## Market Breakup by Application

- Sports Nutrition
- Weight Management
- Immunity
- Digestive Health
- Clinical Nutrition
- Cardio Health
- Others

#### Market Breakup by Form

- Capsules
- Tablets
- Soft Gels
- Others

## Market Breakup by End User

- Infants
- Children
- Adults
- Pregnant Women
- Geriatric

## Market Breakup by Distribution Channel

- Supermarket/Hypermarkets
- Pharmacies/Health Stores
- Specialty Stores
- Online
- Others

## Canada Functional Foods and Natural Health Products Market Share

## Conventional Products Dominating the Market Share by Nature

The conventional segment holds the largest share based on nature, due to its affordability and wide availability. These products cater to a broader consumer base, including those prioritising cost-effective health solutions. With established supply chains and consistent quality, conventional products dominate mainstream retail channels. As demand for functional foods grows among health-conscious Canadians, conventional offerings are expected to sustain their leadership by balancing cost efficiency with nutritional value, driving market growth during the forecast period.

## Functional Food Products Leading the Market

Functional food products are expected to dominate the Canada functional foods and natural health products market, with bakery, dairy, and cereal categories leading due to their integration into daily diets. These products align with consumer demand for

Scotts International, EU Vat number: PL 6772247784

easily accessible, nutrient-rich options that enhance health and wellness. As per the analysis by Expert Market Research, the global functional food market is expected to grow at a CAGR of 6.7% in the forecast period of 2025-2034. ?Growing awareness of the benefits of omega-3s, probiotics, and fibre further fuels demand. Continuous innovation in flavours and formulations positions functional food products to drive market development, catering to diverse dietary needs and lifestyles.

Digestive Health to Lead Canada Functional Foods and Natural Health Products Market Segmentation by Application

Digestive health applications hold the largest market share in Canada due to rising awareness of gut health's role in overall well-being. Products targeting digestive issues, such as probiotics and prebiotics, are highly sought after for their preventive and therapeutic benefits. With growing consumer preference for functional foods addressing specific health concerns, this segment is expected to enhance market value by fostering innovation and expanding product portfolios during the forecast period.

Capsules Dominating the Market by Form

Capsules dominate the Canada functional foods and natural health products market share by form, owing to their convenience, precise dosing, and longer shelf life. Preferred for delivering natural vitamins, probiotics, and plant extracts, capsules align with consumer demand for efficient and portable solutions. Their versatility and compatibility with diverse nutrients position capsules as the leading segment, driving product innovation and market growth in the forecast period.

Adults Driving Market Expansion

Adults form the largest end-user segment in Canada's market due to their focus on preventive healthcare and fitness. Functional foods and health products targeting immunity, weight management, and cardio health are highly popular. As adults adopt healthier lifestyles, demand for tailored products grows, positioning this segment as a key driver of market expansion during the forecast period.

Canada Functional Foods and Natural Health Products Market Share by Distribution Channels to Witness Significant Growth

The online distribution channel dominates due to its convenience, broader product selection, and growing consumer trust in e-commerce. Enhanced digital marketing strategies and subscription services boost online sales, making functional foods and natural health products easily accessible to Canadians. The segment is poised to drive market growth by reaching diverse demographics, offering personalised recommendations, and fostering consumer loyalty in the forecast period.

Canada Functional Foods and Natural Health Products Market Analysis by Region

The market exhibits regional variation, reflecting diverse consumer preferences and health priorities. Western provinces, such as British Columbia and Alberta, lead in demand due to higher awareness of wellness trends and a growing focus on organic, plant-based products. In contrast, Eastern provinces, including Ontario and Quebec, drive market growth through innovation hubs and manufacturing capabilities, fostering new product development. The Prairies and Atlantic regions, while smaller in market size, are emerging as key areas for locally sourced functional foods, aligning with the farm-to-table movement. Regionally, the market thrives on a combination of robust domestic production, export potential, and consumer preference for health-focused, sustainable, and innovative offerings, ensuring consistent market performance.

Leading Players in the Canada Functional Foods and Natural Health Products Market

The key features of the market report comprise patent analysis, grants analysis, funding and investment analysis, and strategic initiatives by the leading players. The major companies in the market are as follows:

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## General Mills Inc.

Founded in 1928 and headquartered in Minneapolis, Minnesota, General Mills Inc. is a global leader in food production. In Canada's functional food market, the company offers a diverse portfolio, including health-focused cereals, snacks, and dairy alternatives. Its commitment to innovation and sustainability has positioned it as a prominent player in promoting healthier eating habits. General Mills leverages its expertise to deliver products enriched with essential nutrients, catering to the increasing demand for functional and natural health products. In December 2024, the company expanded its portfolio of flavors to introduce a new protein cereal offering to its lineup Cheerios Protein.

#### GFR Pharma Ltd

Established in 1998 and headquartered in Coquitlam, British Columbia, GFR Pharma Ltd specialises in manufacturing health supplements and natural health products. Serving private labels and branded markets, its portfolio includes capsules, tablets, and powders designed for various health benefits. GFR Pharma emphasises quality, regulatory compliance, and innovation, making it a trusted partner for functional food and natural health product development in Canada. The company supports businesses with tailored manufacturing solutions to meet evolving consumer demands.

## Cargill, Incorporated

Founded in 1865 and headquartered in Wayzata, Minnesota, Cargill, Incorporated is a leading global provider of agricultural and food products. Canada's functional food market portfolio includes plant-based proteins, natural sweeteners, and omega-3 ingredients. The company focuses on sustainable sourcing and innovative solutions, addressing consumer preferences for health-conscious and environmentally friendly products. Cargill's expertise in ingredient development ensures high-quality offerings that cater to the growing demand for functional and natural health products.

#### Amway Corp.

Founded in 1959 and headquartered in Ada, Michigan, Amway is a global leader in health and wellness products. In Canada, Amway offers a diverse range of natural health products, including vitamins, minerals, and dietary supplements under its Nutrilite brand. Known for its focus on research and sustainability, the company ensures high-quality and scientifically formulated offerings. Amway's commitment to improving overall health and wellness positions it as a key player in the Canadian functional food market.

Other key players in the market include Bremner Foods Ltd, Aroma Borealis, Nutriterra, and DPA Gold Omega-3.

Key Questions Answered in the Canada Functional Foods and Natural Health Products Market

- What was the Canada functional foods and natural health products market value in 2024?
- What is the Canada functional foods and natural health products market forecast outlook for 2025-2034?
- What is market segmentation based on nature?
- How is the market segmented based on product?
- What is market segmentation based on application?
- How is the market segmented based on form?
- What is market segmentation based on end user?
- How is the market segmented based on distribution channels?
- What are the major factors aiding the Canada functional foods and natural health products market demand?

Scotts International, EU Vat number: PL 6772247784

- How has the market performed so far and how is it anticipated to perform in the coming years?
- What are the market's major drivers, opportunities, and restraints?
- What are the major Canada functional foods and natural health products market trends?
- Which nature will lead the market segment?
- Which product will lead the market segment?
- Which application will lead the market segment?
- Which form will lead the market segment?
- Which end user will lead the market segment?
- Which distribution channel will lead the market segment?
- Who are the key players involved in the Canada functional foods and natural health products market?
- What is the patent landscape of the market?
- What are the current unmet needs and challenges in the market?
- How are partnerships, collaborations, mergers, and acquisitions among the key market players shaping the market dynamics?

#### **Table of Contents:**

- 1 Preface
- 1.1 Objectives of the Study
- 1.2 Key Assumptions
- 1.3 Report Coverage Key Segmentation and Scope
- 1.4 Research Methodology
- 2 Executive Summary
- 3 North America Functional Food and Natural Health Products Market Overview
- 3.1 North America Functional Food and Natural Health Products Market
- 3.1.1 North America Functional Food and Natural Health Products Market Historical Value (2018-2024)
- 3.1.2 North America Functional Food and Natural Health Products Market Forecast Value (2025-2034)
- 3.2 Canada Functional Food and Natural Health Products Market
- 3.2.1 Canada Functional Food and Natural Health Products Historical Value (2018-2024)
- 3.2.2 Canada Functional Food and Natural Health Products Market Forecast Value (2025-2034)
- 4 Vendor Positioning Analysis
- 4.1 Key Vendors
- 4.2 Prospective Leaders
- 4.3 Niche Leaders
- 4.4 Disruptors
- 5 Canada Functional Food and Natural Health Products Market Landscape\*
- 5.1 Canada Functional Food and Natural Health Products Market: Developers Landscape
- 5.1.1 Analysis by Year of Establishment
- 5.1.2 Analysis by Company Size
- 5.1.3 Analysis by Region
- 5.2 Canada Functional Food and Natural Health Products Market: Product/Service Landscape
- 5.2.1 Analysis by Product
- 5.2.2 Analysis by Application
- 5.2.3 Analysis by Form
- 6 Canada Functional Food and Natural Health Products Market Dynamics
- 6.1 Market Drivers and Constraints
- 6.2 SWOT Analysis

## Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

- 6.2.1 Strengths
- 6.2.2 Weaknesses
- 6.2.3 Opportunities
- 6.2.4 Threats
- 6.3 PESTEL Analysis
- 6.3.1 Political
- 6.3.2 Economic
- 6.3.3 Social
- 6.3.4 Technological
- 6.3.5 Legal
- 6.3.6 Environment
- 6.4 Porter's Five Forces Model
- 6.4.1 Bargaining Power of Suppliers
- 6.4.2 Bargaining Power of Buyers
- 6.4.3 Threat of New Entrants
- 6.4.4 Threat of Substitutes
- 6.4.5 Degree of Rivalry
- 6.5 Key Demand Indicators
- 6.6 Key Price Indicators
- 6.7 Industry Events, Initiatives, and Trends
- 6.8 Value Chain Analysis
- 7 Canada Functional Food and Natural Health Products Market Segmentation (218-2034)
- 7.1 Canada Functional Food and Natural Health Products Market (2018-2034) by Nature
- 7.1.1 Market Overview
- 7.1.2 Organic
- 7.1.3 Conventional
- 7.2 Canada Functional Food and Natural Health Products Market (2018-2034) by Product
- 7.2.1 Marker Overview
- 7.2.2 Functional Food Product
- 7.2.2.1 Bakery and Confectionery
- 7.2.2.2 Dairy Products
- 7.2.2.3 Fish and Eggs
- 7.2.2.4 Pulses
- 7.2.2.5 Oats and Cereals
- 7.2.2.6 Oils and Fats
- 7.2.2.7 Others
- 7.2.3 Natural Health Product
- 7.2.3.1 Probiotic
- 7.2.3.2 Proteins & Amino Acids
- 7.2.3.3 Phytochemical & Plant Extracts
- 7.2.3.4 Prebiotics
- 7.2.3.5 Fibers & Specialty Carbohydrates
- 7.2.3.6 Omega-3 Fatty Acids
- 7.2.3.7 Carotenoids
- 7.2.3.8 Natural Vitamins and Minerals
- 7.2.3.9 Others
- 7.3 Canada Functional Food and Natural Health Products Market (2018-2034) by Application

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

- 7.3.1 Market Overview
- 7.3.2 Sports Nutrition
- 7.3.3 Weight Management
- 7.3.4 Immunity
- 7.3.5 Digestive Health
- 7.3.6 Clinical Nutrition
- 7.3.7 Cardio Health
- 7.3.8 Others
- 7.4 Canada Functional Food and Natural Health Products Market (2018-2034) by Form
- 7.4.1 Market Overview
- 7.4.2 Capsules
- 7.4.3 Tablets
- 7.4.4 Soft Gels
- 7.4.5 Others
- 7.5 Canada Functional Food and Natural Health Products Market (2018-2034) by End User
- 7.5.1 Market Overview
- 7.5.2 Infants
- 7.5.3 Children
- 7.5.4 Adults
- 7.5.5 Pregnant Women
- 7.5.6 Geriatric
- 7.6 Canada Functional Food and Natural Health Products Market (2018-2034) by Distribution Channel
- 7.6.1 Market Overview
- 7.6.2 Supermarket/Hypermarkets
- 7.6.3 Pharmacies/Health Stores
- 7.6.4 Specialty Stores
- 7.6.5 Online
- 7.6.6 Others
- 8 Patent Analysis
- 8.1 Analysis by Type of Patent
- 8.2 Analysis by Publication Year
- 8.3 Analysis by Issuing Authority
- 8.4 Analysis by Patent Age
- 8.5 Analysis by CPC Analysis
- 8.6 Analysis by Patent Valuation
- 8.7 Analysis by Key Players
- 9 Grant Analysis
- 9.1 Analysis by Year
- 9.2 Analysis by Amount Awarded
- 9.3 Analysis by Issuing Authority
- 9.4 Analysis by Grant Product/Service
- 9.5 Analysis by Funding Institute
- 9.6 Analysis by Departments
- 9.7 Analysis by Recipient Organization
- 10 Funding and Investment Analysis
- 10.1 Analysis by Funding Instances
- 10.2 Analysis by Type of Funding

Scotts International, EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 10.3 Analysis by Funding Amount
- 10.4 Analysis by Leading Players
- 10.5 Analysis by Leading Investors
- 10.6 Analysis by Geography
- 11 Strategic Initiatives
- 11.1 Analysis by Partnership Instances
- 11.2 Analysis by Type of Partnership and Collaborations
- 11.3 Analysis by Joint Ventures
- 11.4 Analysis by Leading Players
- 11.5 Analysis by Geography
- 12 Supplier Landscape
- 12.1 Market Share Analysis, By Region (Top 5 Companies)
- 12.2 General Mills Inc.
- 12.2.1 Financial Analysis
- 12.2.2 Product/Service Portfolio
- 12.2.3 Demographic Reach and Achievements
- 12.2.4 Company News and Developments
- 12.2.5 Certifications
- 12.3 GFR Pharma Ltd
- 12.3.1 Financial Analysis
- 12.3.2 Product/Service Portfolio
- 12.3.3 Demographic Reach and Achievements
- 12.3.4 Company News and Developments
- 12.3.5 Certifications
- 12.4 Cargill, Incorporated
- 12.4.1 Financial Analysis
- 12.4.2 Product/Service Portfolio
- 12.4.3 Demographic Reach and Achievements
- 12.4.4 Company News and Developments
- 12.4.5 Certifications
- 12.5 Amway Corp.
- 12.5.1 Financial Analysis
- 12.5.2 Product/Service Portfolio
- 12.5.3 Demographic Reach and Achievements
- 12.5.4 Company News and Developments
- 12.5.5 Certifications
- 12.6 Bremner Foods Ltd
- 12.6.1 Financial Analysis
- 12.6.2 Product/Service Portfolio
- 12.6.3 Demographic Reach and Achievements
- 12.6.4 Company News and Developments
- 12.6.5 Certifications
- 12.7 Aroma Borealis
- 12.7.1 Financial Analysis
- 12.7.2 Product/Service Portfolio
- 12.7.3 Demographic Reach and Achievements
- 12.7.4 Company News and Developments

## Scotts International, EU Vat number: PL 6772247784

- 12.7.5 Certifications
- 12.8 Nutriterra
- 12.8.1 Financial Analysis
- 12.8.2 Product/Service Portfolio
- 12.8.3 Demographic Reach and Achievements
- 12.8.4 Company News and Developments
- 12.8.5 Certifications
- 12.9 DPA Gold Omega -3
- 12.9.1 Financial Analysis
- 12.9.2 Product/Service Portfolio
- 12.9.3 Demographic Reach and Achievements
- 12.9.4 Company News and Developments
- 12.9.5 Certifications
- 13 Canada Functional Food and Natural Health Products Market Distribution Model (Additional Insight)
- 13.1 Overview
- 13.2 Potential Distributors
- 13.3 Key Parameters for Distribution Partner Assessment
- 14 Key Opinion Leaders (KOL) Insights (Additional Insight)



# Canada Functional Foods and Natural Health Products Market Report and Forecast 2025-2034

Market Report | 2025-06-20 | 250 pages | EMR Inc.

	h Scotts International:	
<ul><li>- Print this form</li></ul>		
	levant blank fields and sign	
<ul><li>Send as a scann</li></ul>	ed email to support@scotts-international.com	
ORDER FORM:		
Select license	License	Price
	Single User License	\$2789.00
	Five User License	\$3909.00
	Corporate License	\$5099.00
	VAT	
	Total	
*Please circle the releva	nt license option. For any questions please contact support@scotts-international.com or 0048 603 3	94 346
	23% for Polish based companies, individuals and EU based companies who are unable to provide a	
		valid FU Vat Numbers
		valid EU Vat Numbers
		valid EU Vat Numbers
Email*	Phone*	valid EU Vat Numbers
Email* [	Phone*  Last Name*	valid EU Vat Numbers
L		valid EU Vat Numbers
First Name*		valid EU Vat Numbers
First Name*  Job title*	Last Name*	valid EU Vat Numbers
First Name*  Job title*  Company Name*	Last Name*  EU Vat / Tax ID / NIP number*	valid EU Vat Numbers

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com www.scotts-international.com

Signature