



HW Snacks in Canada

January 2024

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Better for you snacks lead the way for weight-conscious Canadians
Gluten free is leading claim, supported by rising awareness of food intolerance
Energy boosting makes gains in health and wellness snacks

PROSPECTS AND OPPORTUNITIES

Amid persistent growth in snacking, consumers to shift to better for you and dietary and free from products
Gluten free to continue driving sales of health and wellness snacks in Canada
Brain health and memory set for further growth as consumers look to gain specific health benefits from their snacks

CATEGORY DATA

Table 1 - Sales of Snacks by Health and Wellness Type: Value 2019-2022

Table 2 - Sales of Snacks by Health and Wellness Type: % Value Growth 2019-2022

Table 3 - Company Shares of Gluten Free Snacks (Biggest HW Type in Global Snacks): % Value 2019-2022

Table 4 - Company Shares of Organic Snacks (3rd Biggest HW Type in Global Snacks): % Value 2019-2022

Table 5 - Company Shares of Vegan Snacks (4th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 6 - Company Shares of No Allergens Snacks (5th Biggest HW Type in Global Snacks): % Value 2019-2022

Table 7 - Forecast Sales of Snacks by Health and Wellness Type: Value 2022-2027

Table 8 - Forecast Sales of Snacks by Health and Wellness Type: % Value Growth 2022-2027

Health and Wellness in Canada - Industry Overview

EXECUTIVE SUMMARY

Overview

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