



Euromonitor
International

HW Snacks in Canada

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Healthier snacking gains ground despite cost pressures

INDUSTRY PERFORMANCE

Health-conscious snacking shapes product innovation
Gluten free remains the leading claim, but price limits frequency
Natural claims build trust through cleaner labels

WHAT'S NEXT

Healthier snacking will deepen, despite inflation
Gluten free growth hinges on affordability
Natural claims set to strengthen as an accessible health cue

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EXECUTIVE SUMMARY

Health consciousness strengthens, but affordability tempers choices

INDUSTRY PERFORMANCE

Sugar reduction and functional nutrition shape everyday consumption
Plant-based and clean-label trends reshape category dynamics

WHAT'S NEXT

Health-driven innovation will persist, with value and regulation shaping outcomes

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