



Euromonitor
International

HW Staple Foods in Canada

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Health-led reformulation and plant-based protein support staple foods performance

INDUSTRY PERFORMANCE

Protein-focused diets and plant-based eating reshape staple foods
Natural positioning gains relevance across staple categories
Gluten-free demand accelerates amid greater health awareness

WHAT'S NEXT

Plant-based protein and functional nutrition to drive innovation
Natural claims strengthen as clean-label expectations rise
Gluten-free adoption broadens as affordability improves

CATEGORY DATA

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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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