



**Euromonitor
International**

Staple Foods in Canada

November 2024

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- Volume returns to positive growth, thanks to strong baseline demand
- Bread sees the strongest sales, supported by the rising demand for unpackaged flat bread
- Private label and artisanal appeal to consumers of baked goods

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- Breakfast cereals performs better in foodservice, due to demand for low-cost convenience

PROSPECTS AND OPPORTUNITIES

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- Discounters carve out a share of sales due to offering low prices to budget-conscious consumers
- Frozen processed fruit and vegetables shows slightly less steep declines

PROSPECTS AND OPPORTUNITIES

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[Processed Meat, Seafood and Alternatives To Meat in Canada](#)

KEY DATA FINDINGS

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Mixed impact of health and wellness trends on the category

Meat and seafood substitutes deliver the strongest growth, thanks to rise of vegans and vegetarians

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[Rice, Pasta and Noodles in Canada](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Category creeps back towards a positive outlook in volume terms

New product activities focus on health and wellness trends

Budget-conscious consumers seek private label options for basic staples

PROSPECTS AND OPPORTUNITIES

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/staple-foods-in-canada/report.