Staple Foods in Canada

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

A positive performance supported by meat and seafood substitutes and processed meat

INDUSTRY PERFORMANCE

Health and wellness trends influence purchasing behaviours

Meat and seafood substitutes supported by rising vegetarian and vegan trends

WHAT’S NEXT?

Positive sales growth expected over the forecast period

Tariff impact on prices and production

Competition with ready meals and meal kits expected to intensify

COMPETITIVE LANDSCAPE

Maple Leaf Foods (GBO) leads sales, marking expansion with new subsidiary

Companies offering substitutes see double-digit growth

CHANNELS

Supermarkets remain the most convenient outlets, while discounters expand their freezer space

Retail e-commerce sees the strongest growth, reflecting an overall trend

CATEGORY DATA

COUNTRY REPORTS DISCLAIMER

Rice, Pasta and Noodles in Canada

KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive sales for rice, pasta and noodles, thanks to stable baseline demand

INDUSTRY PERFORMANCE

Affordability and health and wellness offerings drive sales

Success of noodles supported by Asian immigration demographics

WHAT’S NEXT?

Economic and demographic shifts signal varied opportunities for category growth

Snacking and convenience trends present growth opportunities

Protein claims lead health and wellness demand

COMPETITIVE LANDSCAPE

Catelli Foods maintains overall lead thanks to strength in pasta

Nissin benefits from popularity of instant noodles and strong marketing activities

CHANNELS

Supermarkets maintains distribution lead, despite an erosion of share due to competition from budget-friendly outlets

Retail e-commerce sees the strongest channel growth

CATEGORY DATA

COUNTRY REPORTS DISCLAIMER