



# HW Snacks in Canada

January 2026

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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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