



HW Snacks in Canada

January 2026

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HW Snacks in Canada - Category analysis

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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Health and Wellness in Canada - Industry Overview

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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