



HW Dairy Products and Alternatives in Canada

July 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflation and flexitarian diets push consumers towards plant-based alternatives

Low fat is leading health and wellness claim, driven by obesity concerns in Canada

Immune support benefits from heightened awareness, as health and wellness trends drive greater interest in clean labels and ingredients

PROSPECTS AND OPPORTUNITIES

Health and environmental concerns motivate move away from traditional dairy products

Rising interest in animal welfare and alternative diets will support growth in vegan

No allergens niche will strengthen over forecast period

CATEGORY DATA

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Health and Wellness in Canada - Industry Overview

EXECUTIVE SUMMARY

Health and wellness in focus

Consumer weight trends

Consumer diet trends

Health-related deaths

Blood pressure and cholesterol levels

Diabetes prevalence

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