



HW Cooking Ingredients and Meals in Canada

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HW Cooking Ingredients and Meals in Canada - Category analysis

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Plant-based innovation and clean-label positioning support health and wellness growth

INDUSTRY PERFORMANCE

Plant-based eating reshapes cooking ingredients and meals

Natural claims gain importance amid demand for simple ingredients

Gluten-free offerings expand beyond niche dietary needs

WHAT'S NEXT

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Natural positioning to strengthen across everyday cooking categories

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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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