



# HW Staple Foods in Canada

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Health-led reformulation and plant-based protein support staple foods performance

#### INDUSTRY PERFORMANCE

Protein-focused diets and plant-based eating reshape staple foods

Natural positioning gains relevance across staple categories

Gluten-free demand accelerates amid greater health awareness

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Plant-based protein and functional nutrition to drive innovation

Natural claims strengthen as clean-label expectations rise

Gluten-free adoption broadens as affordability improves

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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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