

# HW Dairy Products and Alternatives in Canada

January 2024

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### KEY DATA FINDINGS

#### 2022 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 condition awareness

#### PROSPECTS AND OPPORTUNITIES

Move away from traditional dairy products driven by rising health and environmental concerns  
Vegan offers further growth potential due to rising interest in animal welfare and alternative diets  
Niche of no allergens set to strengthen over forecast period

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## Health and Wellness in Canada - Industry Overview

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Overview

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