

# HW Cooking Ingredients and Meals in Canada

January 2024

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### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Wellbeing-oriented consumers gravitate towards natural and functional foods with specific health benefits

Natural is leading claim as consumers focus on avoiding additives

No allergens makes gains in 2022

#### PROSPECTS AND OPPORTUNITIES

Demand for functional properties and specific health benefits to feature heavily in post-pandemic lifestyles

Vegetarian offers further promise due to rising environmental consciousness and concerns over animal welfare

Probiotic to be driven by demand for greater fortified/functional foods

#### CATEGORY DATA

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## Health and Wellness in Canada - Industry Overview

### EXECUTIVE SUMMARY

Overview

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