



Health and Wellness in Canada

January 2026

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Health and Wellness in Canada

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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HW Hot Drinks in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

Caffeine reduction and functional wellness support value growth in hot drinks

INDUSTRY PERFORMANCE

Wellness routines, functional ingredients and moderation drive demand
No caffeine hot drinks gain relevance as moderation becomes mainstream
Natural and functional positioning supports premiumisation in tea and other hot drinks

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HW Soft Drinks in Canada

KEY DATA FINDINGS

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Health-conscious hydration drives growth despite tighter regulatory scrutiny

INDUSTRY PERFORMANCE

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[HW Snacks in Canada](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

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INDUSTRY PERFORMANCE

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INDUSTRY PERFORMANCE

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INDUSTRY PERFORMANCE

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HW Staple Foods in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

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

INDUSTRY PERFORMANCE

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- Gluten-free demand accelerates amid greater health awareness

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