

## Megatrends in Canada

October 2023

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Canadians are less concerned about global warming than global counterparts Mindful consumption is on the rise Reducing food waste tops the list of green activities Consumers are keen to make their voices heard Recyclable packaging is considered the most sustainable Wellness Protein Industries Canada offers funding for Al-powered plant-based food projects Massage and meditation are the main antidotes to stress Health supplements remain very popular Consumers remain wary of health and safety in post-pandemic era Leverage the power of megatrends to shape your strategy today

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