



HW Cooking Ingredients and Meals in Canada

January 2026

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Plant-based innovation and clean-label positioning support health and wellness growth

INDUSTRY PERFORMANCE

- Plant-based eating reshapes cooking ingredients and meals
- Natural claims gain importance amid demand for simple ingredients
- Gluten-free offerings expand beyond niche dietary needs

WHAT'S NEXT

- Plant-based cooking solutions to remain a key growth driver
- Natural positioning to strengthen across everyday cooking categories
- Gluten-free demand supported by accessibility and policy support

CATEGORY DATA

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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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