Staple Foods in Canada

EXECUTIVE SUMMARY

Staple foods in 2023: The big picture
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Channel developments
What next for staple foods?

MARKET DATA

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DISCLAIMER

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Baked Goods in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Baked goods experience contraction in volume growth amidst high prices
Functionality and healthier options drive growth in baked goods
Artisanal producers strengthen their market share

PROSPECTS AND OPPORTUNITIES

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Leading companies embrace social media campaigns to engage with consumers

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Processed Fruit and Vegetables in Canada

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Private label maintains its growth momentum
Supermarkets remain dominant, with e-commerce showing promise

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**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Processed meat, seafood and alternatives to meat continue to experience slowdown in growth amid hyperinflation.

Alternatives to meat and seafood demonstrate robust growth driven by health awareness.

Modern retail supports expansion.

**PROSPECTS AND OPPORTUNITIES**

Slowdown in overall growth primarily attributed to health concerns.

Growing diversity to drive demand and accessibility of halal meat.

New product development focuses on healthier options, even in processed meat.

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**Rice, Pasta and Noodles in Canada**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Value sales show a slight decline.

Rice emerges as the strongest performer.

Healthier options gain traction as demand rises.

**PROSPECTS AND OPPORTUNITIES**

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