

# Naturally Healthy Packaged Food in Canada

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## Abstracts

NH packaged food saw strong and steady current value growth prior to the COVID-19 pandemic, benefiting from a desire for less processed packaged food and for products with fewer and simpler ingredients. The category was thus in a strong position during the pandemic, seeing dynamic current value growth in 2020 as a result of consumers stockpiling products due to concerns over potential food shortages. Products considered to be staples such as NH high fibre bread, breakfast cereals and pasta and N...

Euromonitor International's Naturally Healthy Packaged Food in Canada report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2017-2021, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2026 illustrate how the market is set to change.

**Product coverage:** NH Cereal Bars, NH Dairy, NH Fruit and Nut Bars, NH Fruit Snacks, NH High Fibre Food, NH Honey, NH Nuts, Seeds and Trail Mixes, NH Olive Oil, NH Rice.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

## Why buy this report?

Get a detailed picture of the Naturally Healthy Packaged Food market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### NATURALLY HEALTHY PACKAGED FOOD IN CANADA

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Sales stagnate in 2021, following stockpiling-driven growth in 2020

Differing performances linked to typical consumption occasions

Lassonde gains as new entry, while George Weston looks to exit from naturally healthy packaged food

#### PROSPECTS AND OPPORTUNITIES

Demand for naturally healthy packaged food will increase in post-pandemic era but maturity will hinder stronger retail volume growth

Ample opportunities in naturally healthy packaged food for 2022 and beyond

E-commerce set to build on impetus provided by COVID-19 pandemic

#### CATEGORY DATA

Table 1 Sales of NH Packaged Food by Category: Value 2016-2021

Table 2 Sales of NH Packaged Food by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of NH Packaged Food: % Value 2017-2021

Table 4 LBN Brand Shares of NH Packaged Food: % Value 2018-2021

Table 5 Distribution of NH Packaged Food by Format: % Value 2016-2021

Table 6 Forecast Sales of NH Packaged Food by Category: Value 2021-2026

Table 7 Forecast Sales of NH Packaged Food by Category: % Value Growth 2021-2026

### HEALTH AND WELLNESS IN CANADA

#### EXECUTIVE SUMMARY

Health and wellness in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for health and wellness?

#### MARKET DATA

Table 8 Sales of Health and Wellness by Type: Value 2016-2021

Table 9 Sales of Health and Wellness by Type: % Value Growth 2016-2021

Table 10 Sales of Health and Wellness by Category: Value 2016-2021

Table 11 Sales of Health and Wellness by Category: % Value Growth 2016-2021

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2016-2021

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth 2016-2021

Table 14 NBO Company Shares of Health and Wellness: % Value 2017-2021

Table 15 LBN Brand Shares of Health and Wellness: % Value 2018-2021

Table 16 Distribution of Health and Wellness by Format: % Value 2016-2021

Table 17 Distribution of Health and Wellness by Format and Category: % Value 2021

Table 18 Forecast Sales of Health and Wellness by Type: Value 2021-2026

Table 19 Forecast Sales of Health and Wellness by Type: % Value Growth 2021-2026

Table 20 Forecast Sales of Health and Wellness by Category: Value 2021-2026

Table 21 Forecast Sales of Health and Wellness by Category: % Value Growth 2021-2026

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: Value 2021-2026

Table 23 Forecast Sales of Health and Wellness by Prime Positioning: % Value Growth 2021-2026

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SOURCES

Summary 1 Research Sources

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