



Sweet Spreads in Canada

November 2025

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Sweet Spreads in Canada - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Inflation and health concerns hinder growth

INDUSTRY PERFORMANCE

Volume sales see moderate recovery as inflation eases

Honey sees notable dynamism, but chocolate spreads suffers as cocoa prices rise

WHAT'S NEXT?

Economic and demographic shifts are expected to limit category growth

Flavour experimentation offers avenues of opportunity

Wellness trends will maintain negative pressure on sweet spreads

COMPETITIVE LANDSCAPE

Leading players help keep mature segments relevant

Smaller brands aim for niche appeal

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Omni-channel trends continued to boost e-commerce performance

Omni-channel approach benefits sales

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Cooking Ingredients and Meals in Canada - Industry Overview

EXECUTIVE SUMMARY

Stable performance linked to immigration-driven population growth

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INDUSTRY PERFORMANCE

Changing lifestyles and demographics are reflected in category performance

High tariffs prompt local consumers to opt for domestic produce

Global flavours gain popularity and innovation follows suit

WHAT'S NEXT?

Overall growth predicted for cooking ingredients and meals

Trade tensions will impact retail prices in the coming years

Legislative developments will drive players to improve formulations

COMPETITIVE LANDSCAPE

Kraft Heinz leads a fragmented industry

Private label growth reflects ongoing price-consciousness

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