The New Health Equation

How Consumers Navigate Wellness, Ultra-Processed Foods, and Front-of-Pack Claims Under Economic Pressure

NIQ Canada
November 2026

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Focus Areas



- Macro Economic Landscape in FMCG
- Strategic Perspective On Wellness
  - Topline wellness trends
  - How various forms of technology are changing wellness
- Summary + Question & Answers

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We deliver understanding and insights that make up *the Full View*.



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State of the FMCG Market

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Pivotal Moment as the CPG Ecosystem Absorbs Multiple Transformational and Foundational Shocks

Cultural, Technological, Institutional, Financial, Political



Financially polarized consumers

Shift to telehealth

Chronic disease

Tariffs

Pop culture

SNAP/WIC

Globalization and localization

Clean label

Social media

Return to work mandates

Aging population

Rx to OTC

GenZ and GenAlpha

Shifting demographics

Make America Healthy Again

Cannabis legalization

Personalization

Growth of retail media

AI

GLP-1 impact

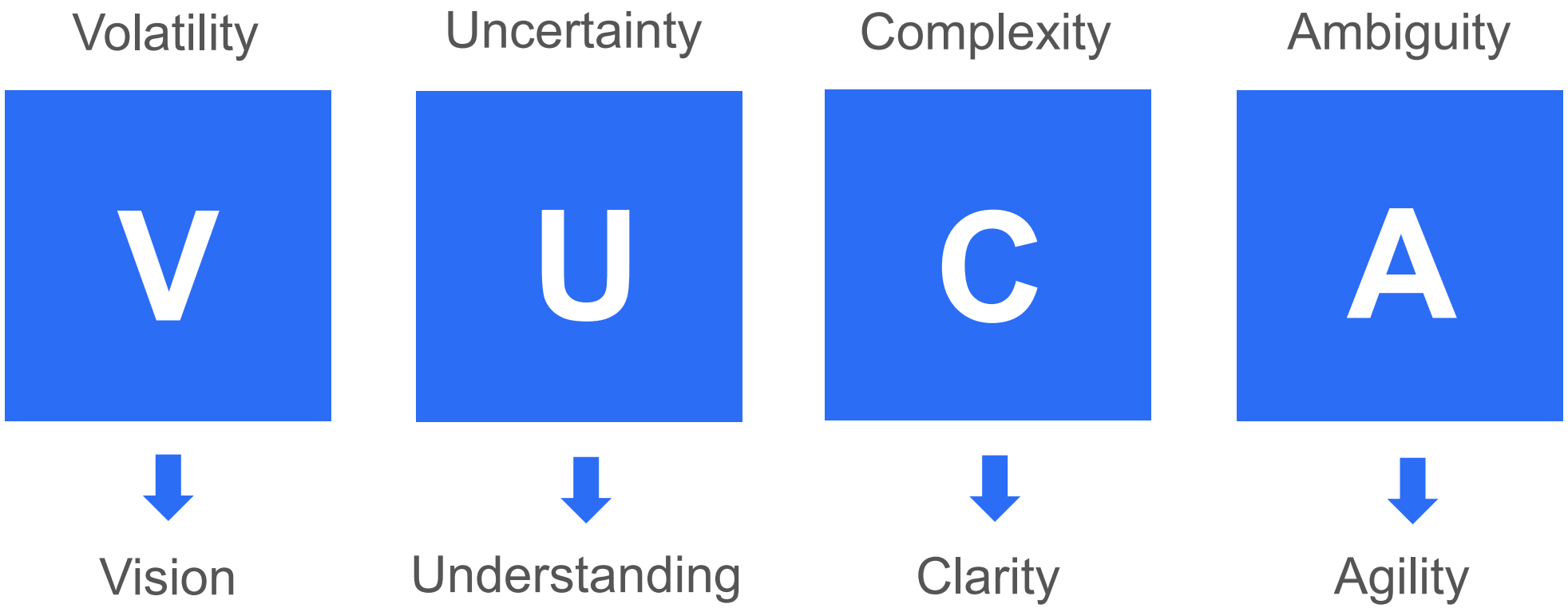
Sustainability

Better For™ mainstreaming

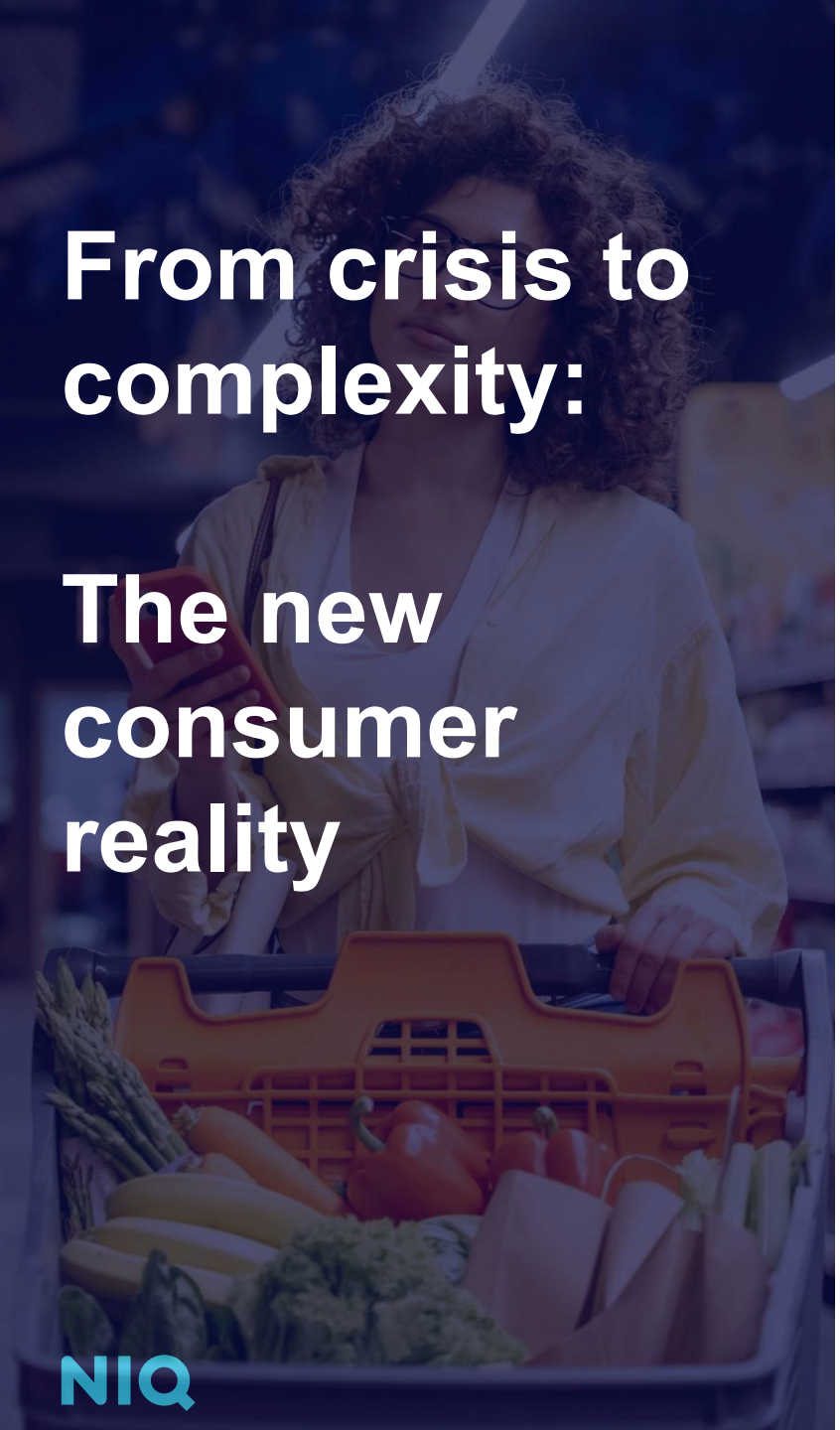
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Building business resiliency for the year ahead



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From crisis to complexity:

The new consumer reality

Wallets are under pressure and spending has become intentional

- Rising living costs, economic uncertainty, and uneven confidence have permanently changed how Canadians allocate their dollars.

Consumers aren't pulling back, they're recalibrating

- Today's shopper is disciplined and resourceful: prioritizing essentials, scrutinizing every purchase, trading down, switching channels, and redefining what "value" truly means.

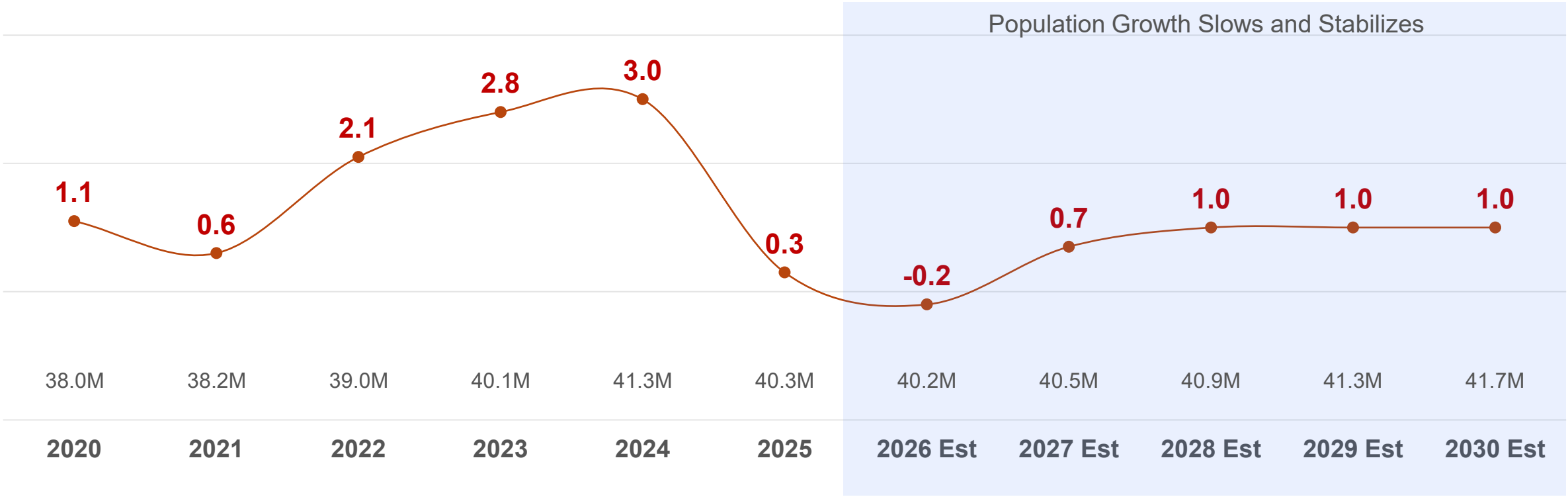
This is a pivotal moment for FMCG growth

- Price alone won't win. Growth will come from earning the trip through relevance, affordability, and innovative solutions that meet consumers where they are right now.

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Canada’s population growth continues to slow over next 2 years, before stabilizing through to 2030

Canada’s Population Growth % Chg

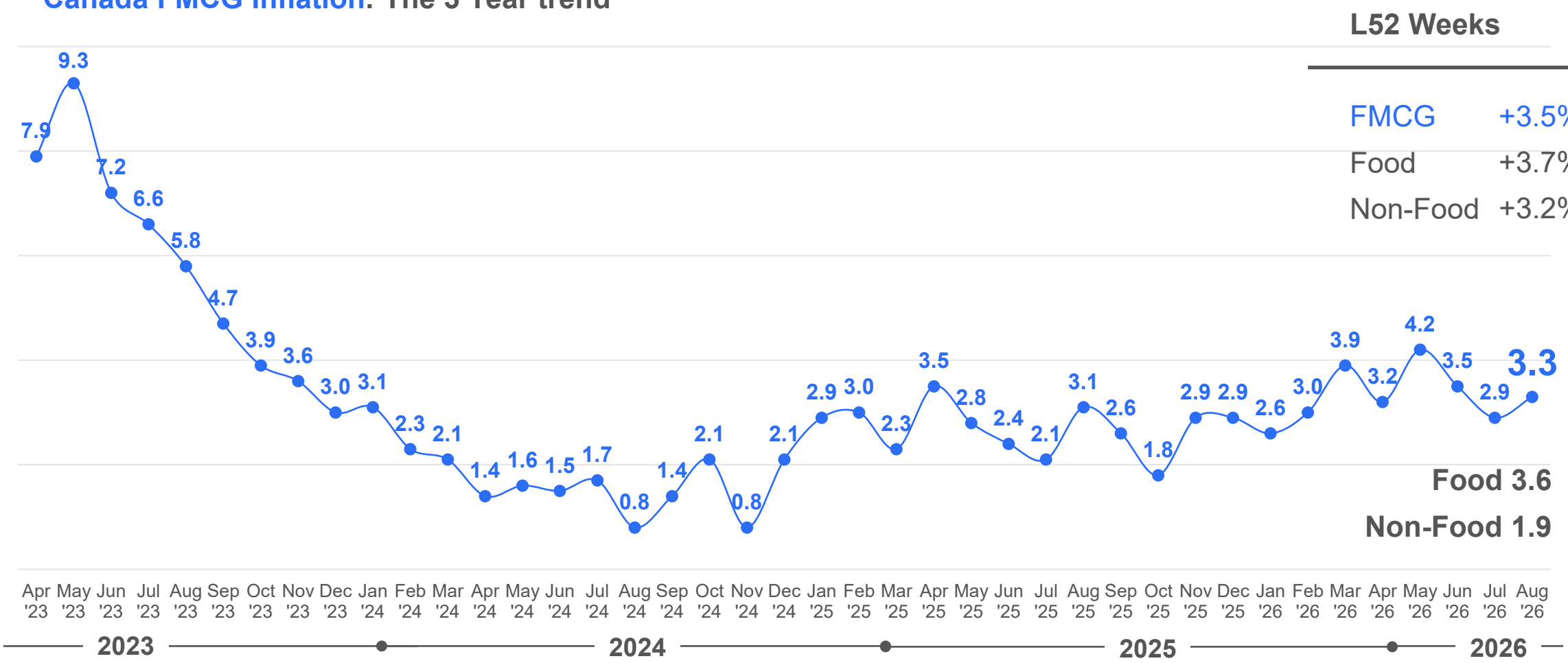


Source: Statistics Canada 2025 Estimate: Immigration + Births – Deaths

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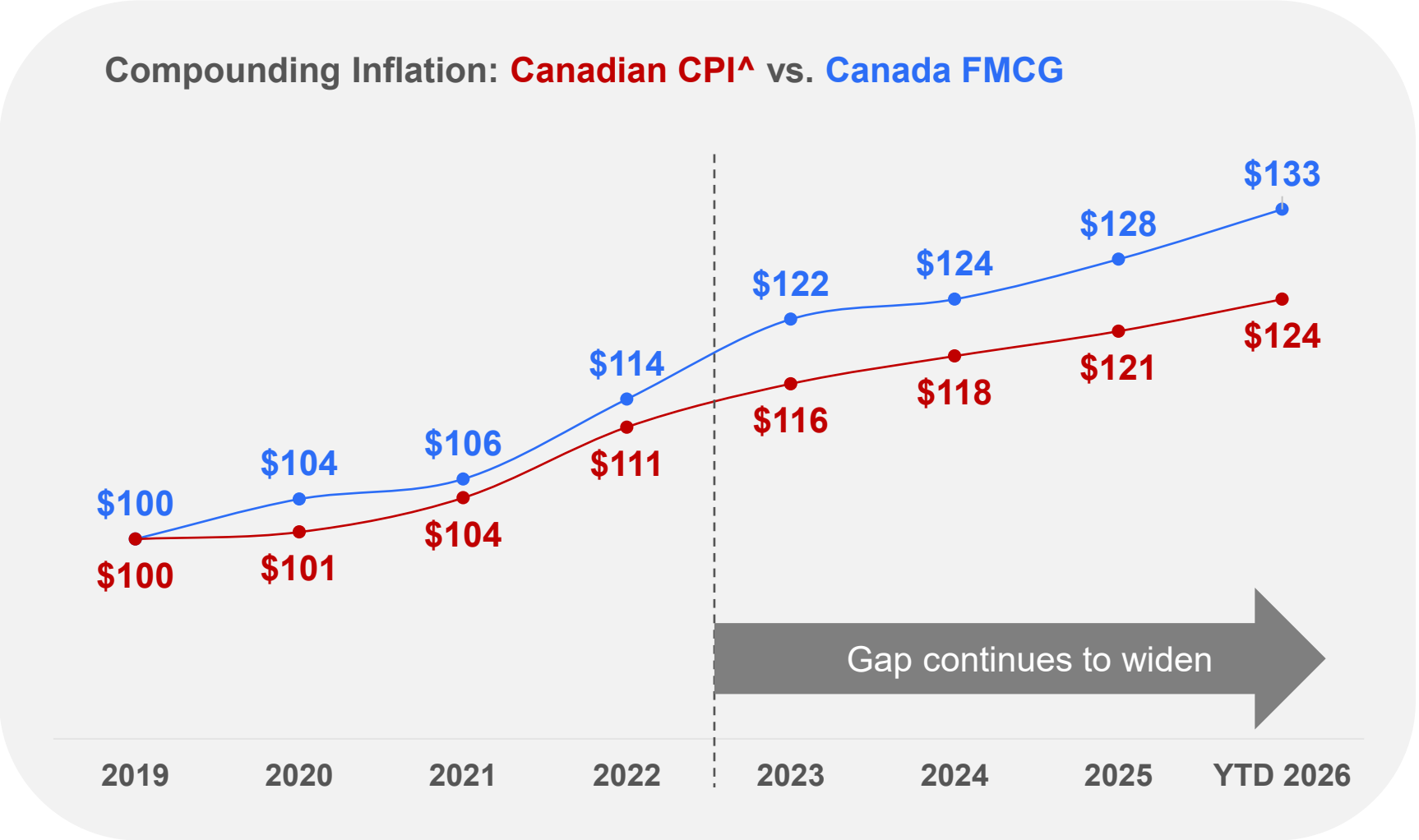
FMCG inflation in August accelerates fueled by Food departments

Canada FMCG Inflation: The 3 Year trend



Source: NielsenIQ MarketTrack Canada All Channels Combined, Monthly Periods L52 ending August 22, 2026 *Inflation: $ % Chg. less EQ Vol % Chg *Excludes General Merchandise.

FMCG inflation has increased at a faster rate than overall CPI



Consumers are spending +33% more for FMCG products than pre-pandemic

Compare that to overall living costs that increased +24%

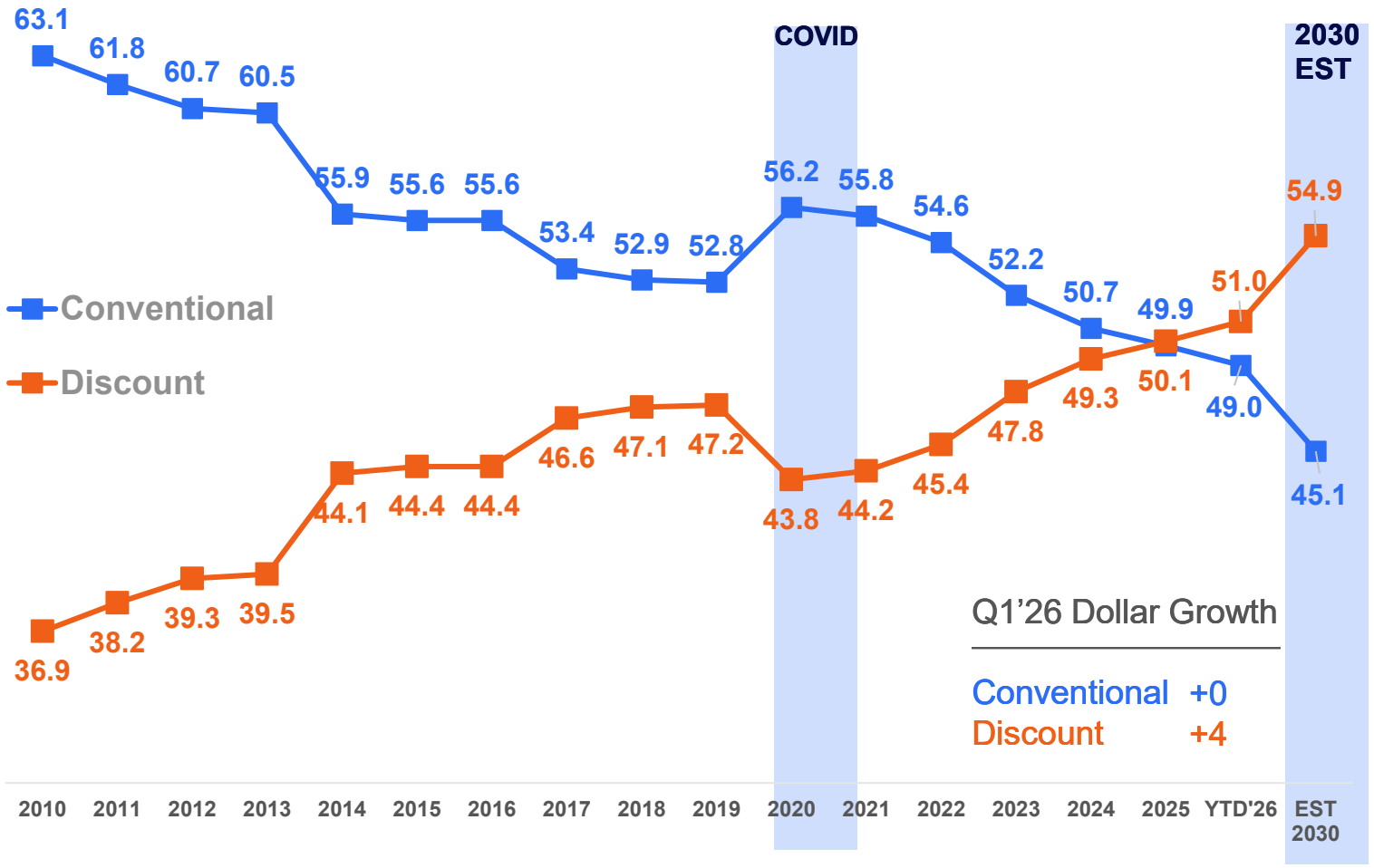
Source: NielsenIQ, MarketTrack Canada All Channels Combined, Annual Periods – YTD 30 weeks to July 25, 2026

*Inflation: $ % Chg. less EQ Vol % Chg.

^CPI: Statistics Canada (Monthly Avg)

Canadians have shifted spend to Discount retailers – with more to come!

Discount vs Conventional Grocery + Drug + Mass – $ Market Share



Other Ways To Save (Top 5)

- **65%** Stock up when on promotion
- **57%** Cook at home more often
- **53%** Reduce dining out
- **44%** Choose cheaper brands
- **44%** Plan meals to avoid waste

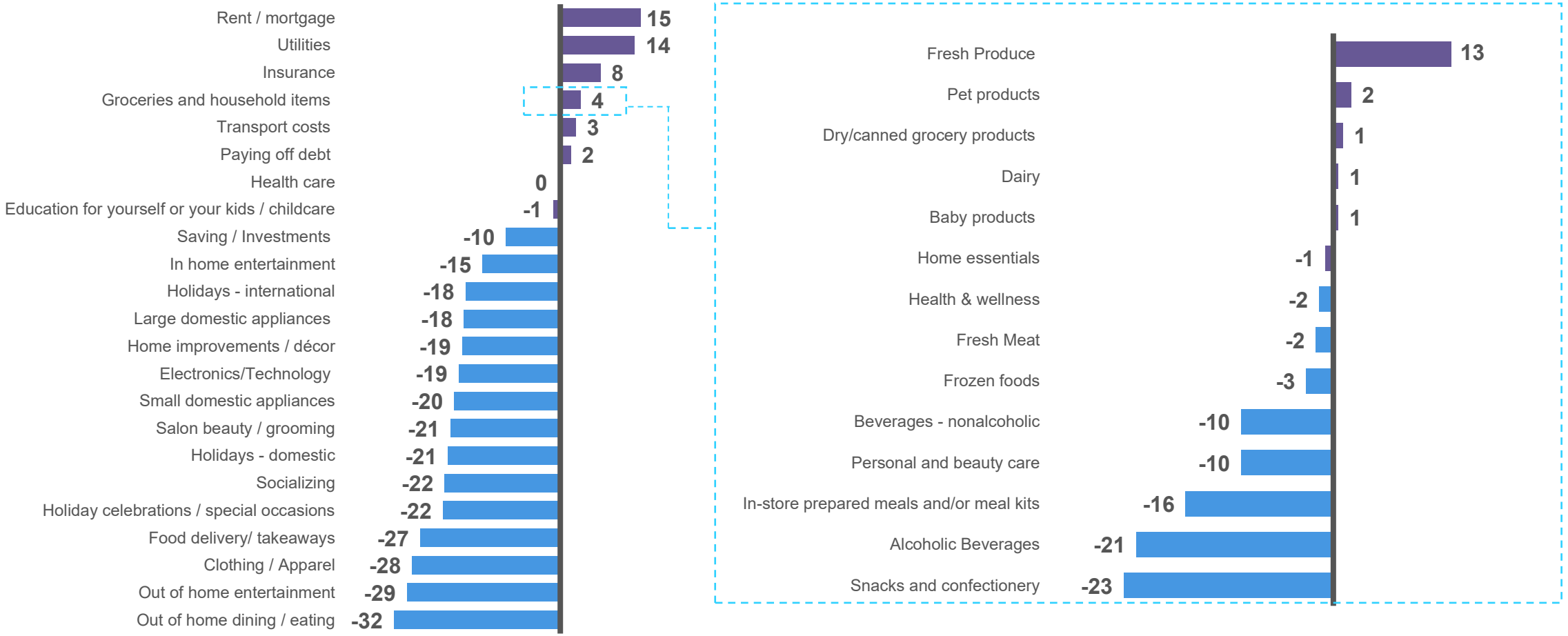
Source: Syndicated DB GDM 2021-2017 - Presidents Report (All Channels GDM - includes Costco) | 2016-2014 - Presidents Report (GDM) | 2013-2008 - Homescan Grocery Comp || Finding Harmony on the Shelf – Outlook on Private Label and Branded Products May 2025

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In 2026, consumers plan to continue prioritizing “non-negotiable” essential expenses

These essentials include Rent/Mortgage, Utilities, Insurance and Groceries - particularly Fresh Produce

Change in Spending Intentions: % of respondents intending to spend more net of % of respondents intending to spend less



Source: NIQ 2025 Consumer Outlook survey. Change in spending calculated by subtracting % of respondents who are spending less from % of respondents who are spending more.

Understanding Health and Wellness Consumer Demand Signals

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16%

of Canadians say they are happy with their current H&W and don't feel the need to actively improve it

53%

of Canadians say they are taking active steps to improve their H&W

29%

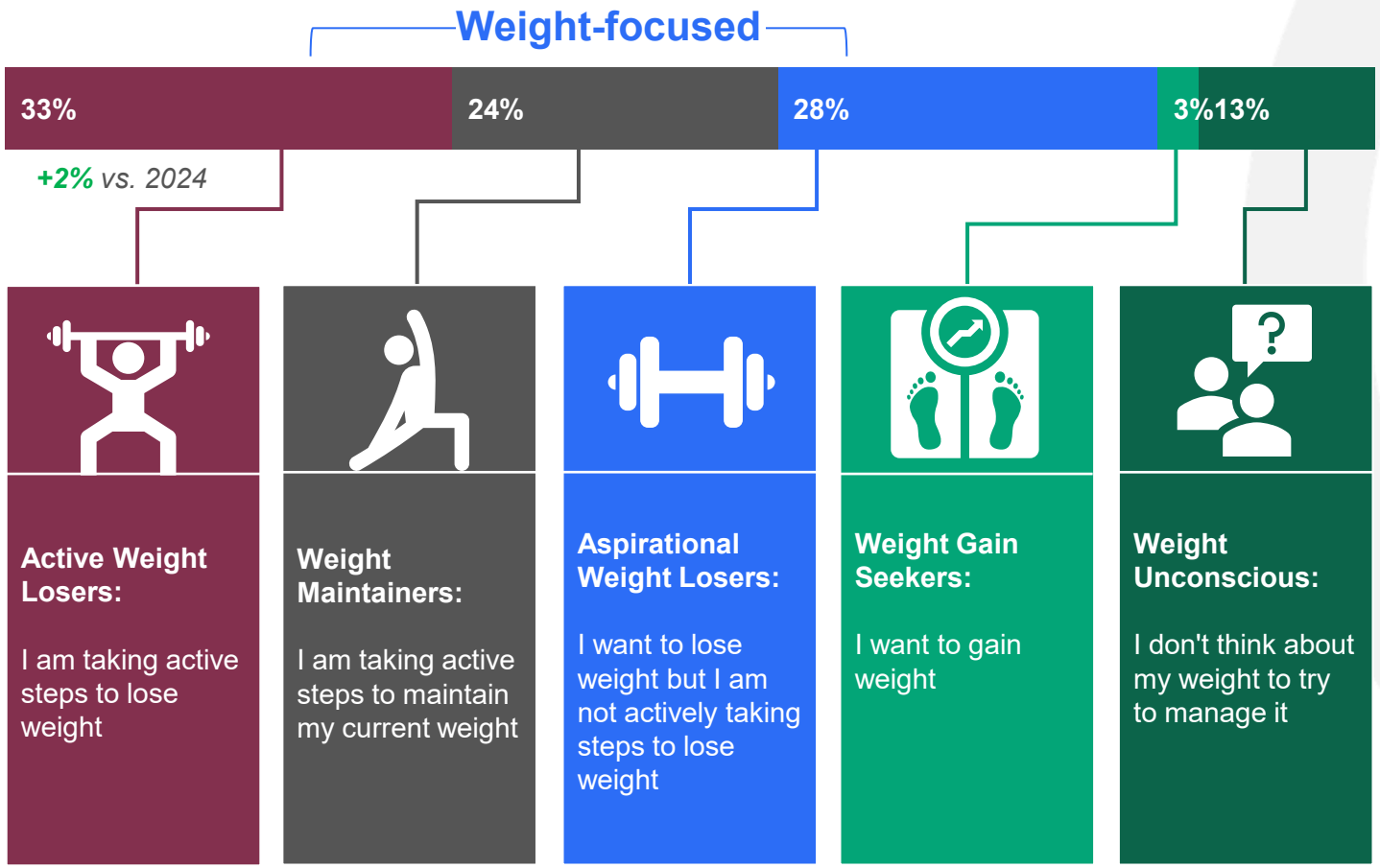
of Canadians say they are not satisfied with their current H&W and don't feel they are doing enough to improve it

Source: NielsenIQ Canada, 2025 Health & Wellness Survey

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61% of Canadians are weight-focused, and the share actively trying to lose weight is growing

Weight Management Segments (%)





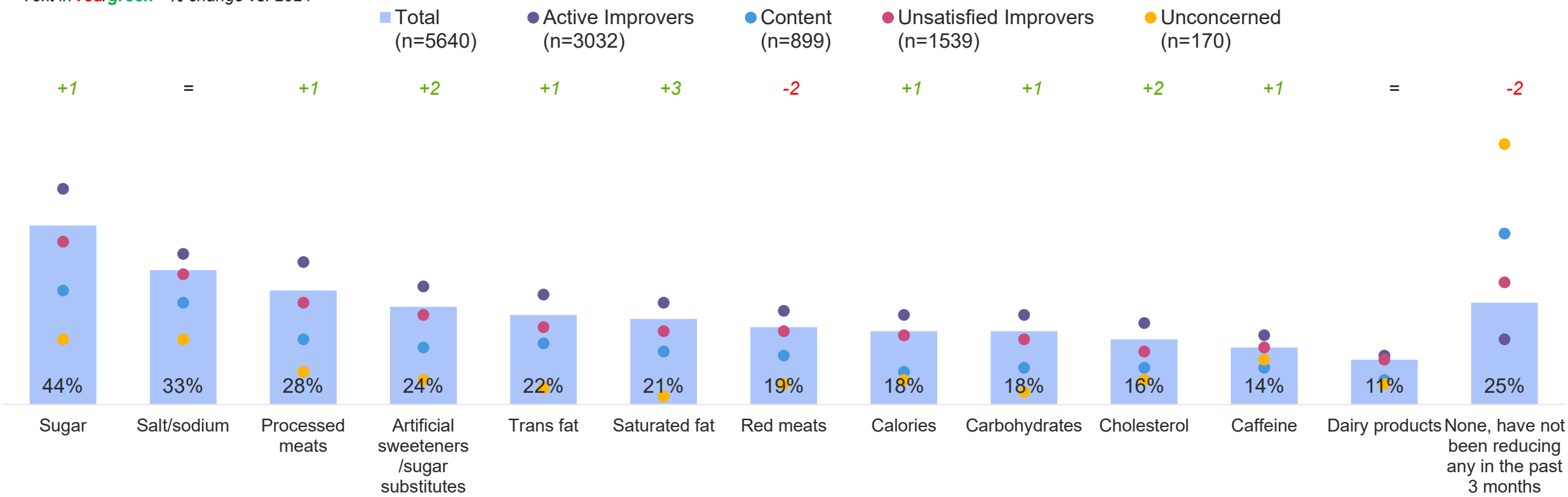
Source: 2025 Total Health Syndicated Survey on NIQ Homescan Panel
Q2A2. Which ONE of the following best describes your current relationship with your weights? (Select one) ? | BASE: Total respondents (n=5640)

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Canadians continue reducing sugar, followed by salt/sodium and processed meats in 2025

What have you been reducing intake of in past 3 months? (%)

*Text in **red**/**green** - % change vs. 2024*

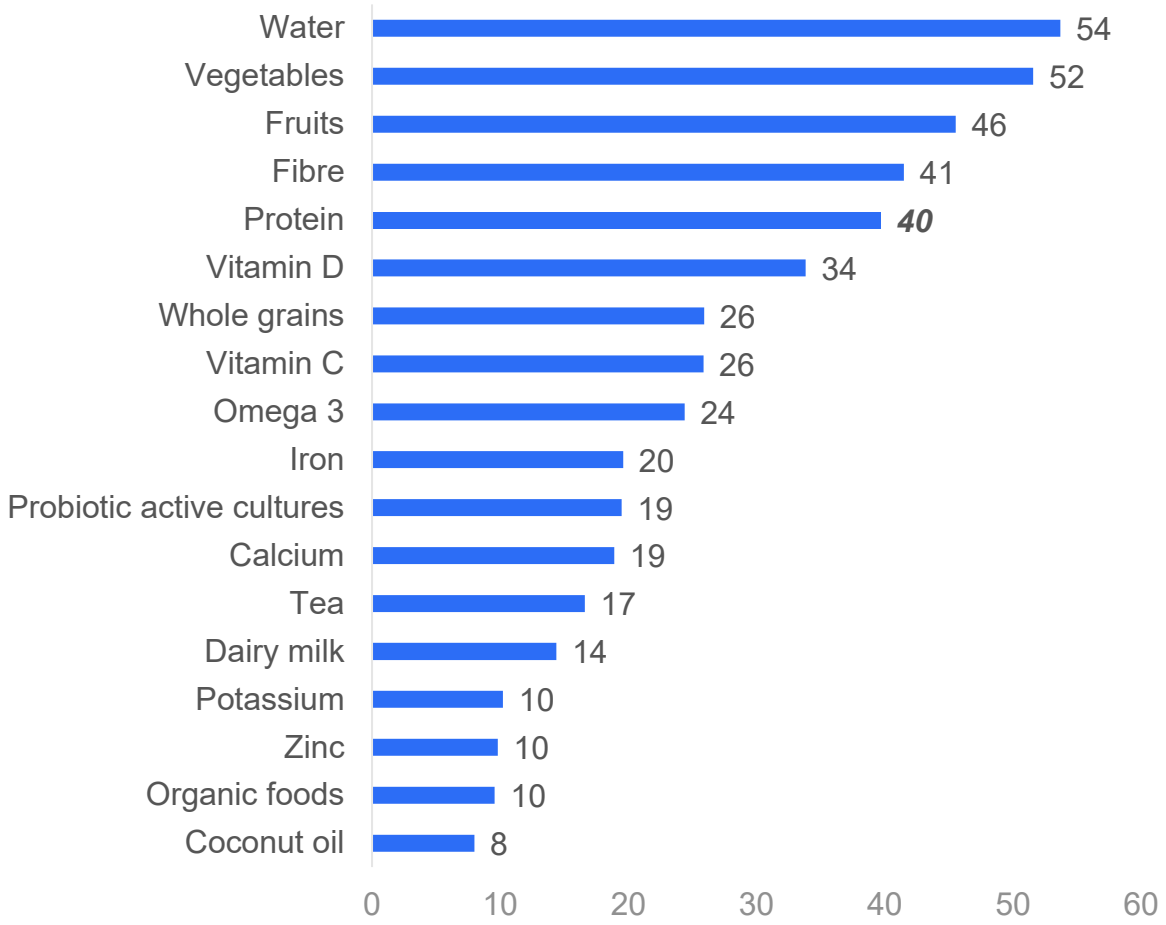


Source: 2025 Total Health Syndicated Survey on NIQ Homescan Panel
. Which of the following food items, if any, have you, or anyone in your household, been reducing the intake of during the past 3 months? Please select all that apply.

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Protein is amongst the top nutrients Canadians have been trying to add to their diet

Which, if any, of the following have you/your household consciously tried to incorporate into your diet or increase intake of during the past 3 months? (%) Canada



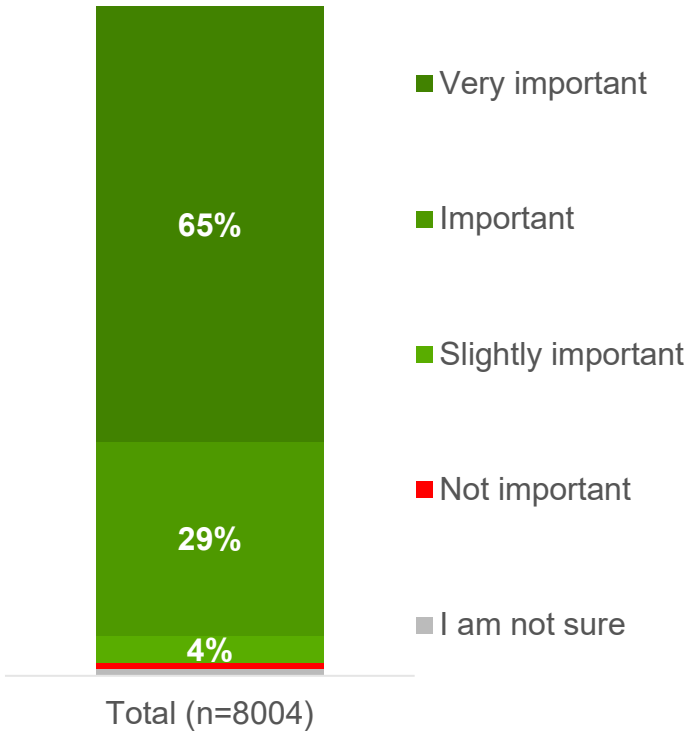


Source: NIQ's 2025 Global Health & Wellness survey – Canadian figures

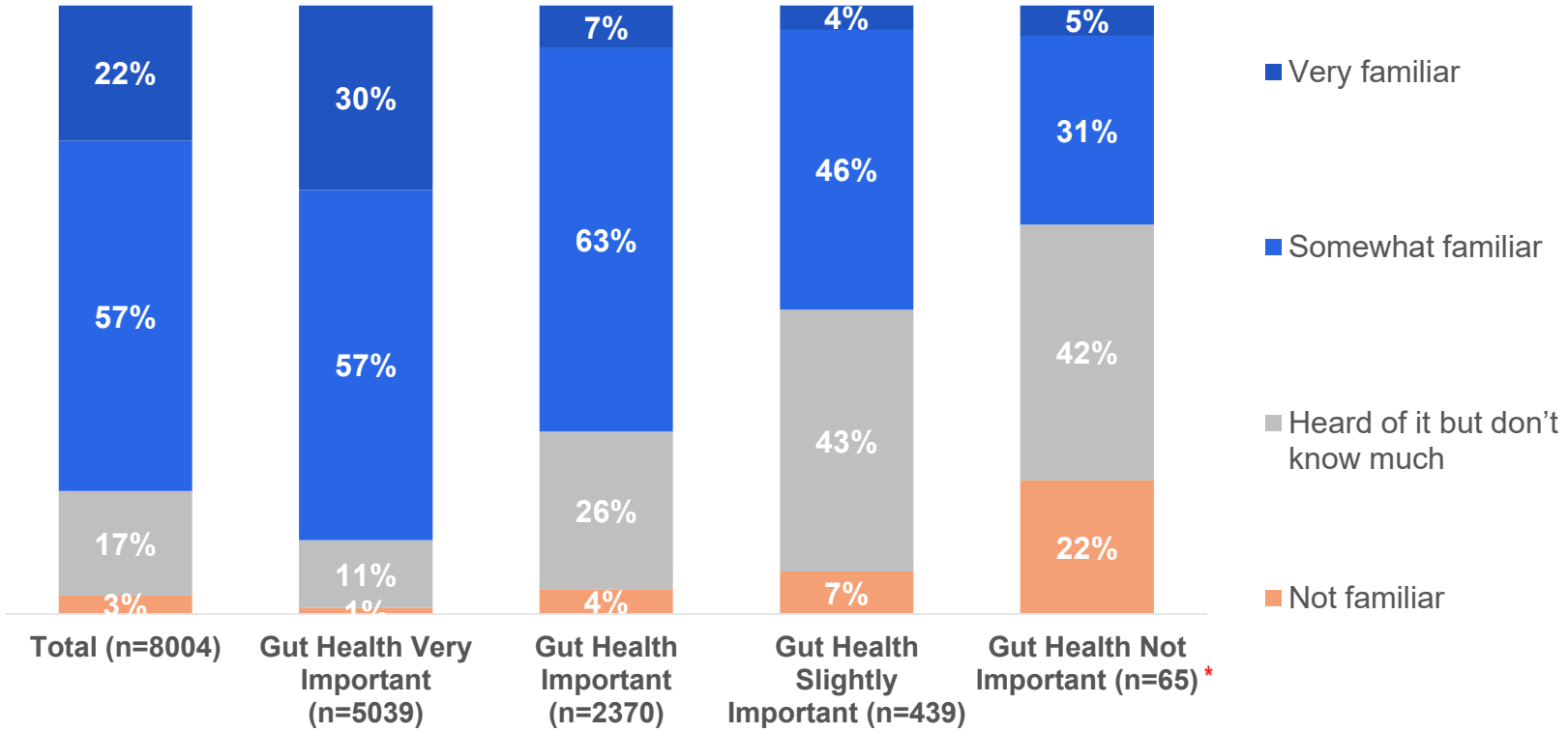
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Gut health is viewed as highly important among most Canadians, and familiarity with gut health strongly correlates with stated importance

Importance of gut health



Gut-health familiarity by importance level



Source: NielsenIQ Gut Health Survey on Omnishopper Panel
Q4. How important do you believe gut health is to overall wellness? & Q5.How familiar are you with the concept of gut health? | n=8004

*** Small sample size (n<100)**

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76%

of Canadians are concerned about future health problems

6 Barriers hindering healthier life choices

1	**Cost**	**59%**	Say healthier alternatives are too expensive
2	**Motivation**	**28%**	Don’t feel driven to make healthier choices
3	**Time**	**24%**	Don’t have time to make healthier choices
4	**Availability**	**23%**	Have difficulty finding healthier alternatives
5	**Trust**	**19%**	Don’t trust that the product will be effective
6	**Guidance**	**16%**	Product labeling is confusing/too complex

Source: NIQ’s 2025 Global Health & Wellness survey – Canada. 2025 Health & Wellness Report

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From “Say” to “Do”

Actual sales & behaviour in the marketplace

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NIQ Data Methodology on Wellness

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NIQ Product Insights (NPI): Our solution to get to granular attribute data

STATED ATTRIBUTES

captures standardized attributes stated on the label across a set of products by analyzing marketing claims, warnings and third-party certifications

- USDA Organic
- WBE Canada
- Vegan
- CGLCC Certified LGBT+ Business



- Unsalted
- Organic
- Dairy-Free
- Cashew Product
- Non-GMO



QUALIFIED ATTRIBUTES

uncovers attributes not physically stated on the label by analyzing nutrients and ingredients against regulations and standards

INGREDIENTS: COCONUT OIL*, CASHEWS*, SUNFLOWER OIL*, QUINOA REJUVELAC (WATER, QUINOA*), WATER, SUNFLOWER LECITHIN*, NUTRITIONAL YEAST, CITRIC ACID, FERMENTED OREGANO EXTRACT (WATER, OREGANO*, RAW CANE SUGAR*, ACTIVE CULTURES). *ORGANIC
CONTAINS: CASHEW, COCONUT

- Artificial Colour Free
- Salt Free
- Contains Natural Flavor
- Contains Sweeteners
- Plant Based

Nutrition Facts

About 16 servings per container
Serving size 1 tbsp (14g)
Calories per serving 110

Amount/serving	% Daily Value*	Amount/serving	% Daily Value*
Total Fat 12g	15%	**Total Carbohydrate** <1g	0%
Saturated Fat 9g	45%	Dietary Fiber 0g	0%
Trans Fat 0g		Total Sugars 0g	
Cholesterol 0mg	0%	Includes 0g Added Sugars	0%
Sodium 0mg	0%	**Protein** 0g	

Vitamin D 0mcg 0% • Calcium 0mg 0% • Iron 0.1mg 0% • Potassium 20mg 0%

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

- Low Carbohydrate
- No Fiber
- Pescatarian Diet Friendly
- Free From Added Trans Fats
- Mediterranean Diet Friendly

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NPI Canada Attribute Package Examples – Food and Beverage

Attributes unlock deeper insights on your products, and the broader industry

The industry's *deepest* and *broadest* attribute solution

600+
characteristics across the Canada market

Allergens and Intolerances

Dairy
Egg
Fish
Gluten
Lactose
Milk
Mustard
Peanut
Sesame
Shellfish
And more...

Clean Label

All Natural Ingredients
All Natural
Antibiotics
GMO Presence
High Fructose Corn Syrup
Hormones
MSG
Natural Colours
Natural Flavours
Natural Positioning
And more...

Diets & Lifestyle

Halal
Keto
Kosher
Low Glycemic
Mediterranean
Paleo
Pescatarian
Plant Based
Raw
Source of Plant Protein
And more...

Health & Need States

Allergy Relief
Anxiety Support
Appetite Control
Arthritis Support
Bone Health
Brain Health
Cardiovascular Health
Cellular Function Support
Digestive Health
Estrogen Support
And more...

Ingredients

Algae
All Nootropic Ingredients
Allulose
Almond Protein
Aloe Extracts
Ancient Grains
Antioxidants
Apple
Avocado Oil
Berry
And more...

Natural & Organic

Artificial Colours
Artificial Flavours
Artificial Ingredients
Artificial Sweeteners
Canada Organic
GMO Presence
Natural Positioning
Naturally Derived
Organic Positioning
Organic
And more...

Nutrition

100 Calories Or Less
Added Sugar Presence
Calorie Presence
Calories Per Serving Ranges
Carbohydrate Per Serving Ranges
Fat Presence
Fibre Per Serving Ranges
Fibre Presence

High in / Élevé en
Sat fat / Gras sat
Sugars / Sucres
Sodium
Health Canada / Santé Canada

Place of Origin

Made In Alberta
Made In British Columbia
Made In Canada
Made In Manitoba
Made In Mexico
Made In New Brunswick
Made In Newfoundland
Made In Nova Scotia
Made In Ontario
Made In Prince Edward Island
And more...

ESG – Animal Welfare

Animal Welfare Approved
Best Aquaculture Practices
Cage Free
Humane Raised and Handled
Crate Free
Cruelty Free
Dolphin Safe
Farm Raised
Free Range
Global Animal Partnership
And more...

ESG – Environmental Sustainability

Anti-Pollution
Bamboo
Biobased
Biodiversity
Carbon Footprint
Carbon Zero
Compostable
Deforestation
Eco Friendly
Energy Efficiency
And more...

ESG – Farming Insights

Biodynamic
EU Organic Farming
Family Farmed
Farm Raised
Farmed Seafood
Greenhouse Grown
Regenerative Agriculture
Soil Association
Sustainable Farming

ESG – Social Responsibility

B Corporation
Bipoc Owned
Black Owned
Cradle To Cradle
Ethical
Fair Trade
Fair Wages
LGBTQ+ Owned
Minority Owned
Responsibly Sourced
And more...

ESG – Sustainable Packaging

Biodegradable
BPA
Curbside Recycle
Drop Off Recycle
Eco Friendly Packaging
Less Packaging
Plastic Free
Recyclable
Refillable
Reusable Packaging
And more...

Key Wellness Trends

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Fibre and Digestive Health has not gained significant traction yet in Packaged Food & Bev Categories in Canada

Most fibre and digestive health related attributes are declining/flat/slow growth, except for Prebiotic Stated items



DIGESTIVE HEALTH STATED
HIGH SOURCE OF FIBRE STATED
HIGH SOURCE OF FIBRE QUALIFIED
SOURCE OF FIBRE QUALIFIED
CONTAINS PROBIOTIC STATED
SOURCE OF FIBRE STATED



CONTAINS PROBIOTIC QUALIFIED
CONTAINS PREBIOTIC QUALIFIED
VERY HIGH SOURCE OF FIBRE STATED



CONTAINS PREBIOTIC STATED

Source: NielsenIQ Product Insights Canada, National GB+DR+MM, Total Food & Bev Categories, L52 weeks W/E September 12th, 2026

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Processed food consumption is going down among Canadians

-2.4%

consumption growth for highly processed foods (NOVA 3/4)

Processed Meat	-6.6%
Confectionery	-6.5%
Snack	-4.7%



Source: NIQ, Retail Measurement Services – NIQ Product Insight; National GB+DR+MM Total Food & Beverage. Period Ending September 19th, 2026

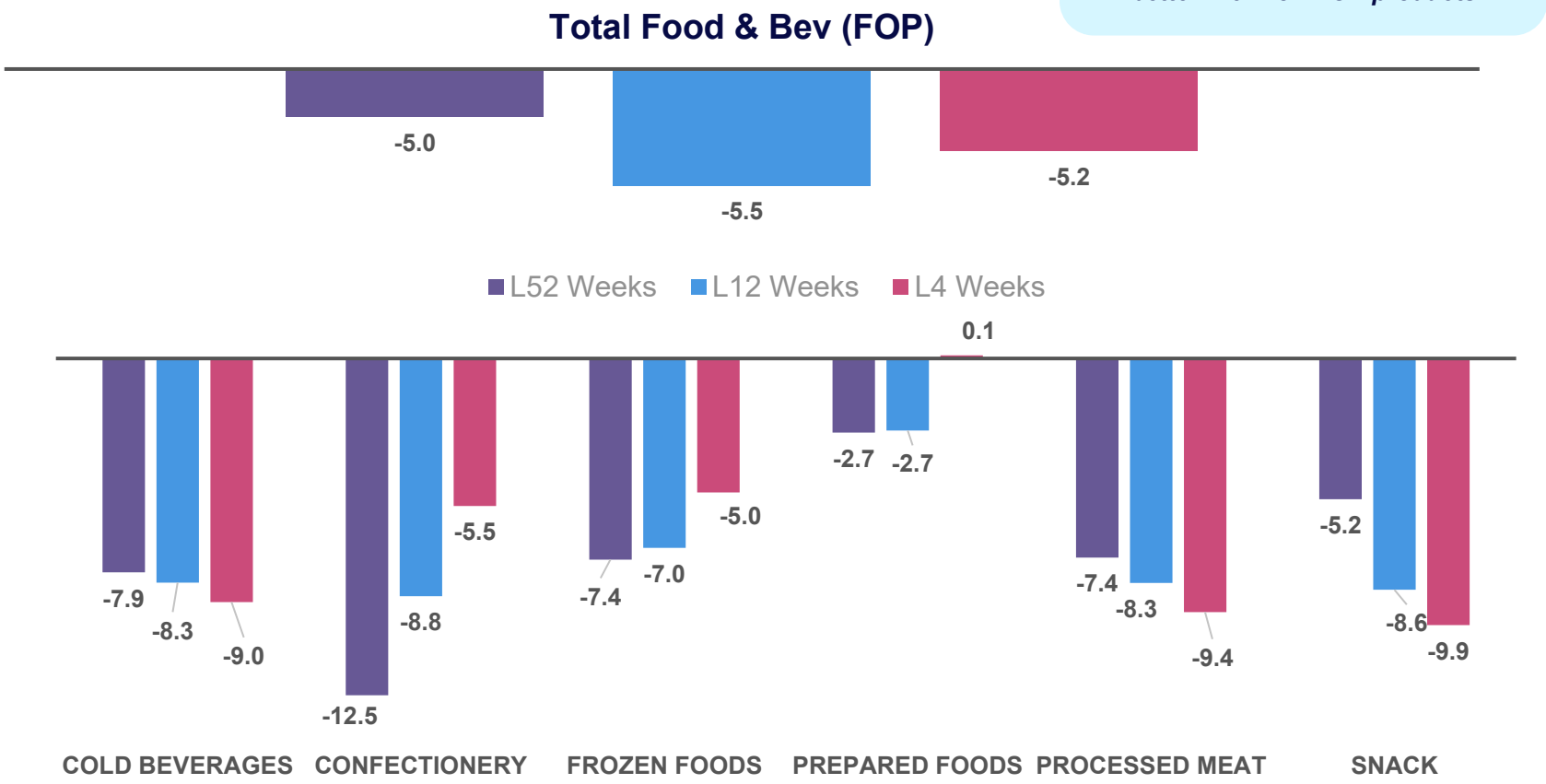
Despite declines of FOP-labeled product, the jury is still out on the absolute FOP label impact so far

Total Canada – Total Food & Beverage

Tonn % Chg, Period ending September 19th, 2026

Total F&B Consumption L52wks = -0.4% Tonn % Chg

All listed dpmts are performing better with non-FOP products



FOP-Labeled Product Performance (Top Departments)

Key Points

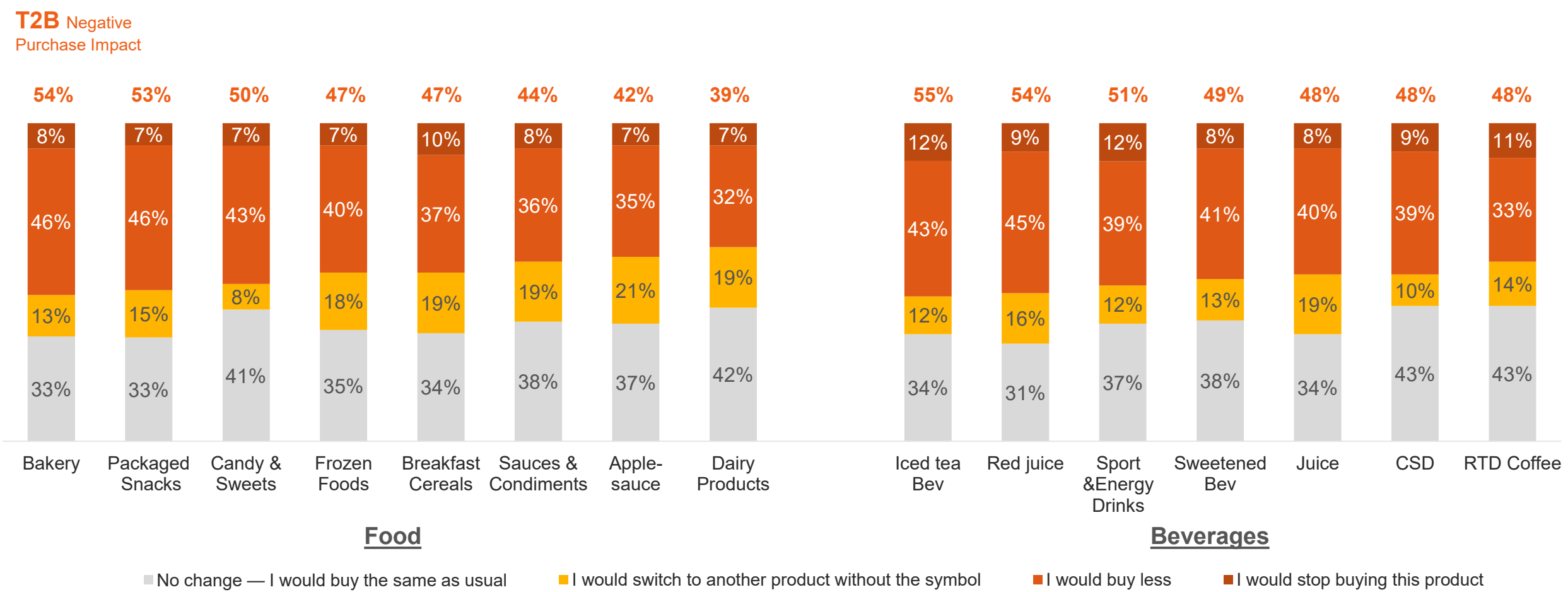
- NIQ uses our Product Insights solution (NPI) to gather nutrition facts to qualify products that will have the FOP label and link it to UPC level data
- FOP-labeled products account for over 1/3 of all Canadian Packaged Food & Bev sales
- FOP-labeled products performing worse than non-FOP-labeled products across Packaged Food & Bev, and in all departments
- Since the full roll out in January 2026, FOP-labeled products trends have worsened in some cases, but not in others
- As this continues to play out, NIQ will be tracking the impact, including nuances by categories, consumers, interactions with other product claims/attributes, and other factors

Source: NIQ, Retail Measurement Services – NIQ Product Insight; National GB+DR+MM Total Food & Beverage. Period Ending September 19th, 2026

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Non-essential food and beverage categories expect to see the greatest disruption from FOP labels, while essential dairy shows limited impact, with just 39% of buyers intending to cut back

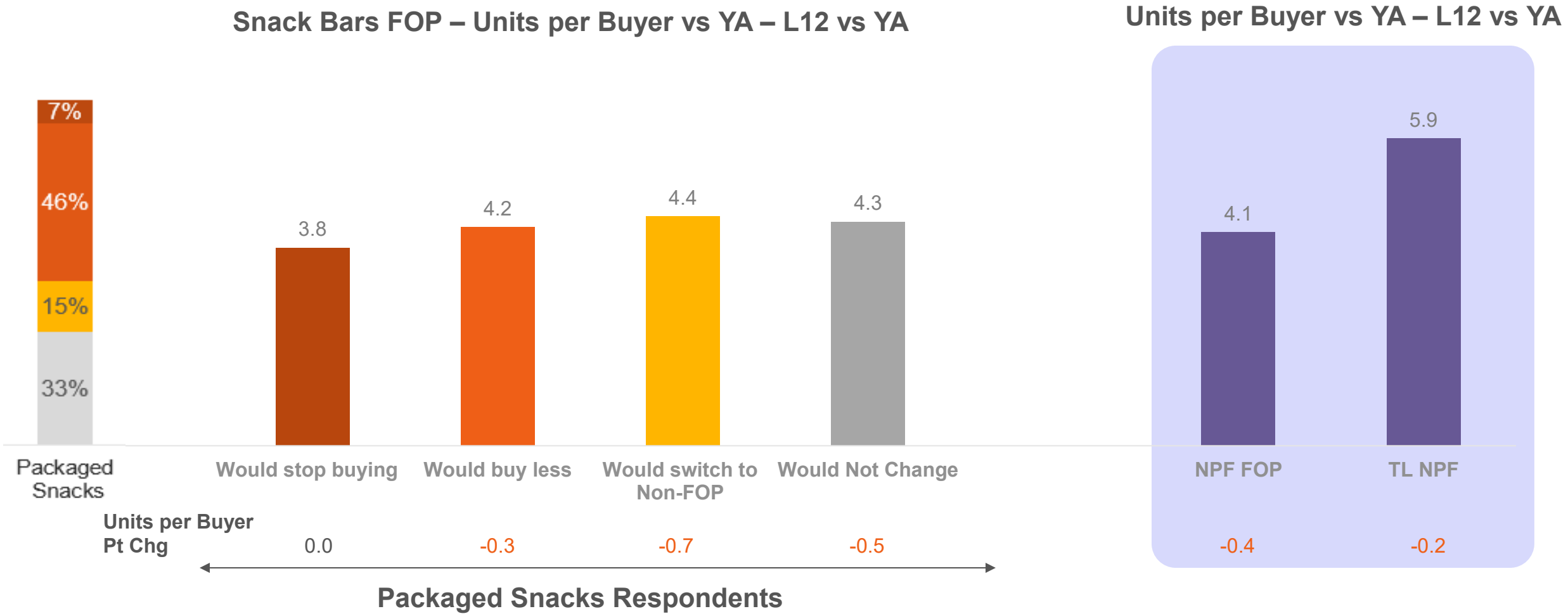
FOP Label Impact on Food and Beverages Category Purchases (out of buyers)



Source: Front of Packaging study on Omnishopper Panel 2026

Q7.If the following food and beverage products displayed the front-of-package (FOP) nutrition symbol (e.g., "High in Sugar," "High in Saturated Fat," or "High in Sodium"), how would this affect your purchase decisions for each? |Total Respondents (n=5955)

Based on how consumers purchased FOP Snack bars, we can see consumers don't always act on their intentions

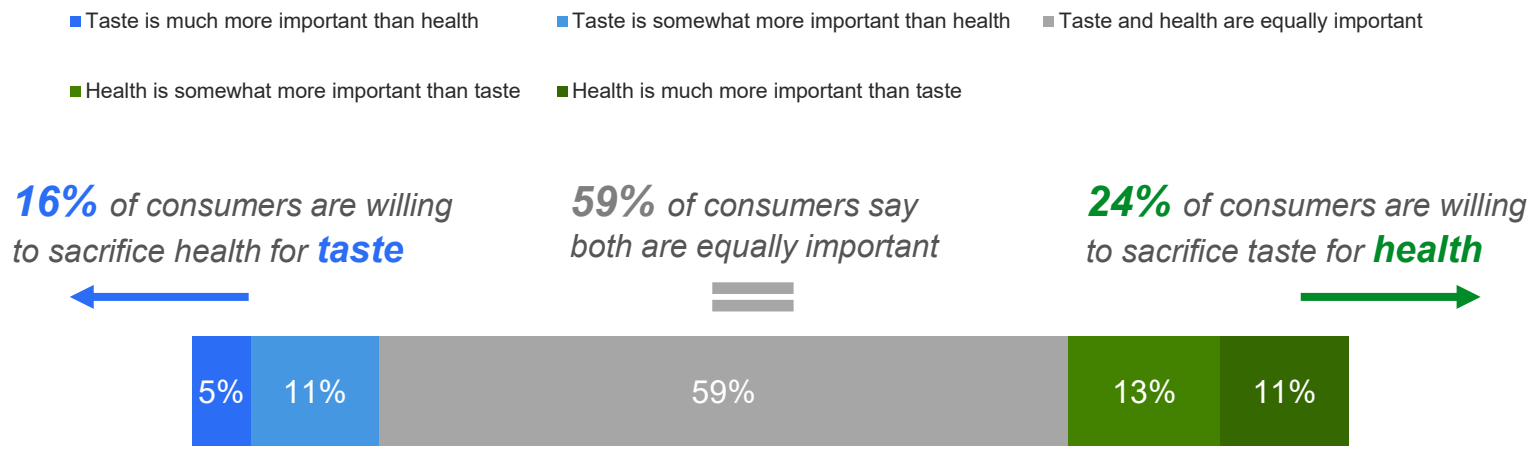


NielsenIQ Omnishopper, Survey Market Summary, Buyer groups purchasing CEREAL/FRUIT/MUESLI BARS vs, FOP, L12W to April 18 vs YA

Most consumers do not frame food decisions as a strict trade-off between taste and health

Lower-income and younger consumers place greater emphasis on taste, while families with children and newer Canadians prioritize health

Which Matters More? – Taste vs. Health



Taste Defenders
Taste is much/somewhat more important than health

Low income HHLDs <20K (156 index vs. total), **Age 18-24** (156) , **25-34** (138), **45-54** (138) and **Male** (131) are more likely to sacrifice health

Balance Seekers
Taste & Health are equally important

Health Advocates
Health is much/somewhat more important than taste

HHLDs with <3 yrs kids (137 index vs. total), **Newcomers < 3yrs** (146), **New Canadians – 6 to 10 yrs** (142) and **Black** (129) are more likely to sacrifice taste

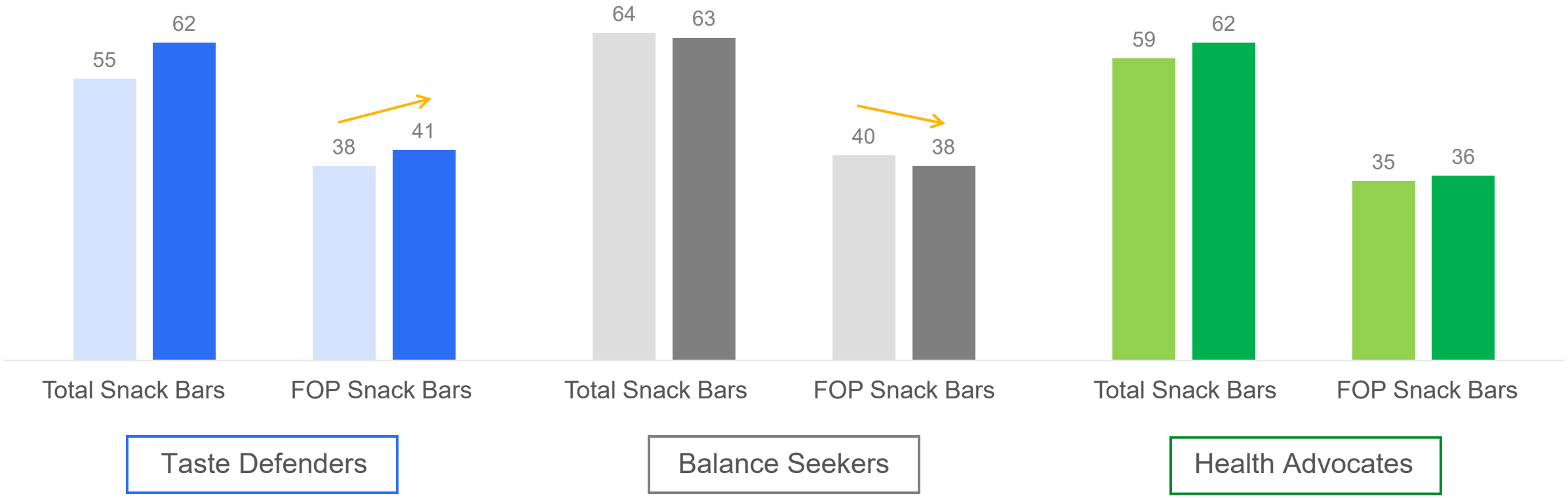
Source: Front of Packaging study on Omnishopper Panel 2026
Q8. When deciding whether to buy a food or drink product, which matters more to you? | Total Respondents (n=5955)

Index vs. Total >120

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Taste Defenders & Balance Seekers demonstrate consistency in their purchasing priorities towards Snack Bars with FOP claims

Penetration – Snack Bars (Total & FOP) – L12 vs YA



NielsenIQ Omnishopper, Survey Market Summary, Buyer groups purchasing CEREAL/FRUIT/MUESLI BARS vs, FOP, L12W to April 18 2026 vs. YA
Front of Packaging study on Omnishopper Panel 2026; *Q8. When deciding whether to buy a food or drink product, which matters more to you?*

Is the healthier protein emerging as the next growth engine?

After a “hot” 2025, Protein Stated items are still growing, but closer to the average food/bev levels, while “Clean Protein” & “Non-FOP Protein” is still exceeding overall growth

+20%

on all “Protein Stated” in Food/Bev

(L52wks FY25 vs YA)

+24%

on “Clean Protein” in Food/Bev (L52wks FY25 vs YA

+6pts

growth gap in L12wks, between “Clean Protein” and “Protein Stated” (10% vs 4%).

+16pts on tonnage

+9pts

growth gap in L12wks, between “Non-FOP Protein” and “FOP Protein” (13% vs 4%).

+15pts on tonnage

”Clean Protein” is defined as products that have a protein claim AND are free from each of the following: artificial ingredients/flavours/sweeteners/colours

Source: NielsenIQ Product Insights Canada, L52 weeks W/E December 27th 2025 & L12wks WE September 5th, 2026.

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Wellness Shifting Dimensions

REMOVAL

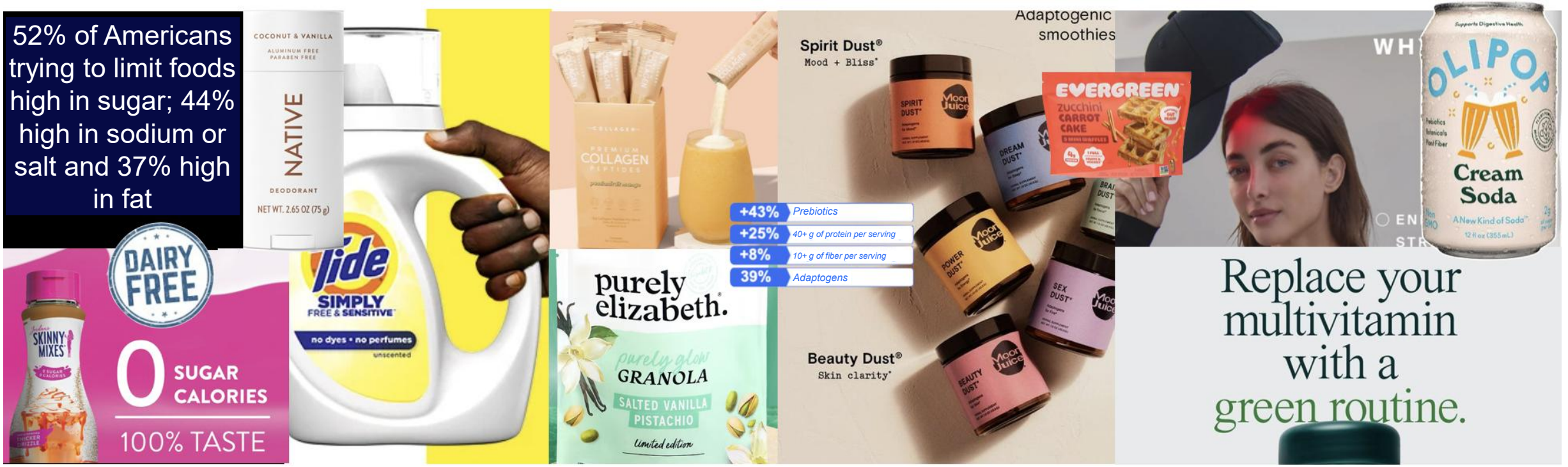
*How wellness **borrowed** the codes*

ADDITION

*How wellness **blurred** the codes*

OPTIMIZATION

*How wellness is **integrating** the codes*



Wellness used to mean taking away, the era of low-cal, fat free, no parabens

Shift toward *adding* value + protein, + fibre, + adaptogens and blurring of food, beauty, supplements

Every bite, sip, application, counts toward cognitive health and quality of life

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Forces driving wellness in tough economic times

Summary Overview

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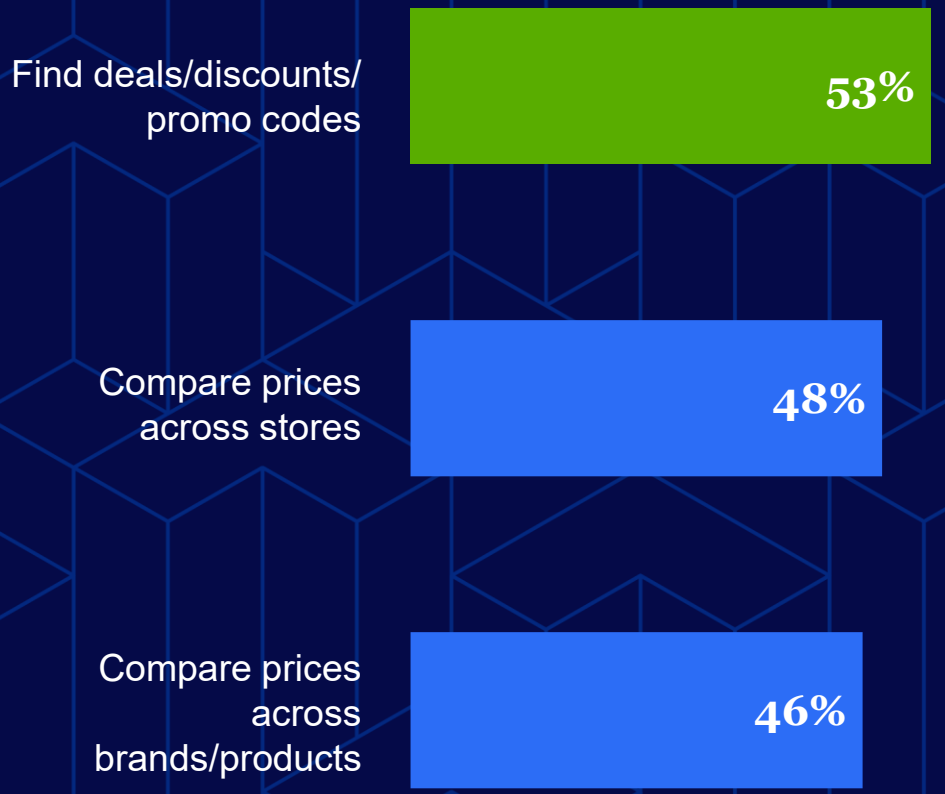
Saving money is still the primary motivation for shoppers who engage in agentic commerce

Top 3 motivations



AI shopping tools are most often *used for price-related tasks*, continuing the trend since last wave

Top 3 tasks



▲ / ▼ *indicates significantly higher / lower than July 2026 wave at 95% confidence level*

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The Impacts of GLP-1’s

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Peptides moving quickly from clinic to consumer

- **30G needles** (peptide self-injection protocols) **+793%**
- **31G needles** (GLP-1 pens, dose slitting, needle replacement) **+242%**
- Growth in GHK-Cu, Matrixyl, Argireline, BPC-157

Metabolic, weight & energy regulation

Focus: weight & glucose control, energy balance

Peptides & primary use case:

- GLP-1 & 2: metabolic health, weight reduction,
- insulin balance
- MOTS-c, SS-31 & NAD+: mitochondrial health and
- energy

Cognitive, mood & aesthetic health

Focus: brain & mental health, skin health

Peptides & primary use case:

- Semax & Selank: mental performance & anxiety
- Oxytocin: mood regulation, social stimulant
- GHK-CU: skin regeneration, hair growth, anti-aging
- Melanotan I&II: tanning and skincare

Longevity, growth hormone & performance

Focus: avoiding chronic disease, energy balance

Peptides & primary use case:

- GLP-1 & 2: diabetes, heart disease, dementia
- Tesamorelin, Ipamorelin, Sermorelin: growth hormone stimulation
- PNC-27: anti-cancer

Tissue repair & bone/joint health

Peptides & primary use case:

- BPC-157: tendon & ligament repair
- TB-500: muscle & soft tissue repair
- Collagen: structural support



Why watch?

This will start to impact their CPG purchases. It's an early signal of next-generation ingredient demand and proof of unmet need across core categories and an expansion beyond weight loss into a full ecosystem

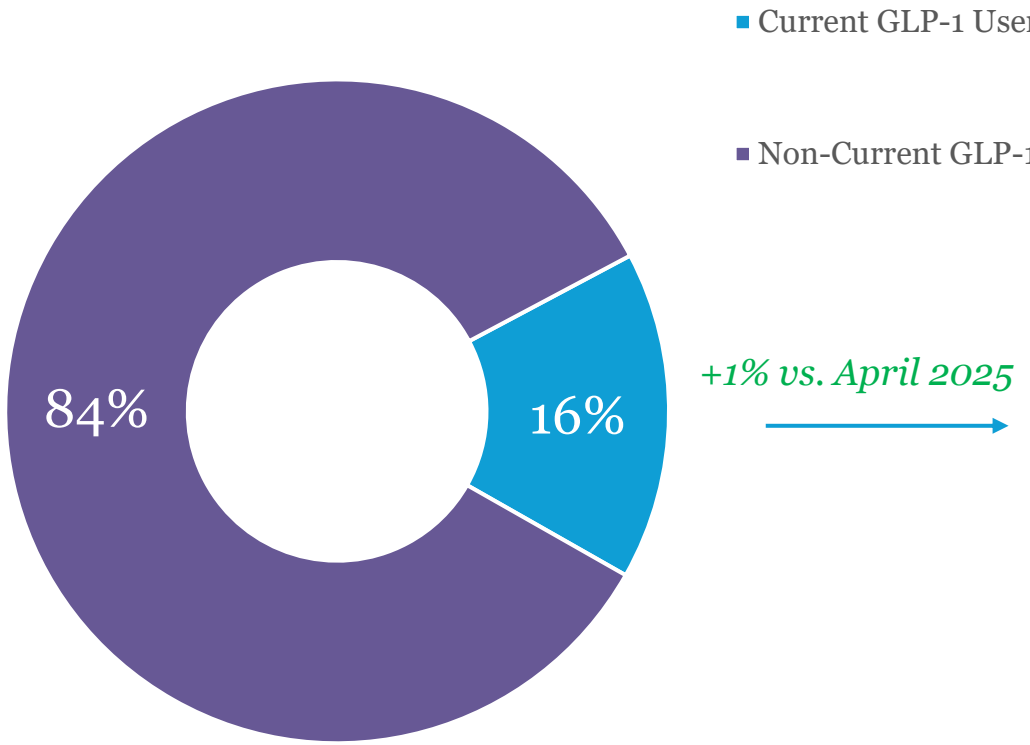
Several thousand peptides are currently being studied for therapeutic use – with 100 - 200 estimated to be approved or in late-stage research

Source: FDA, desk research, NIQ US E-Receipt Panel; gray market activity captured across five domains; Amazon needle purchases tracked by gauge (30G/31G/32G).

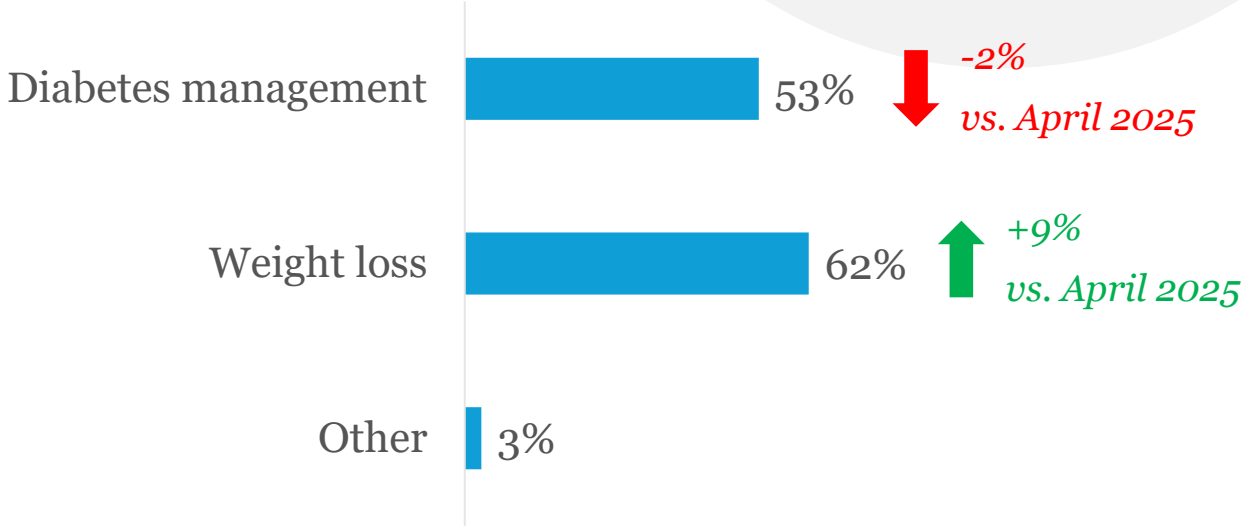
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16% of Canadian households use GLP-1 medications, while GLP-1 penetration is growing, usage is increasingly shifting from diabetes management to weight loss





+1% vs. April 2025

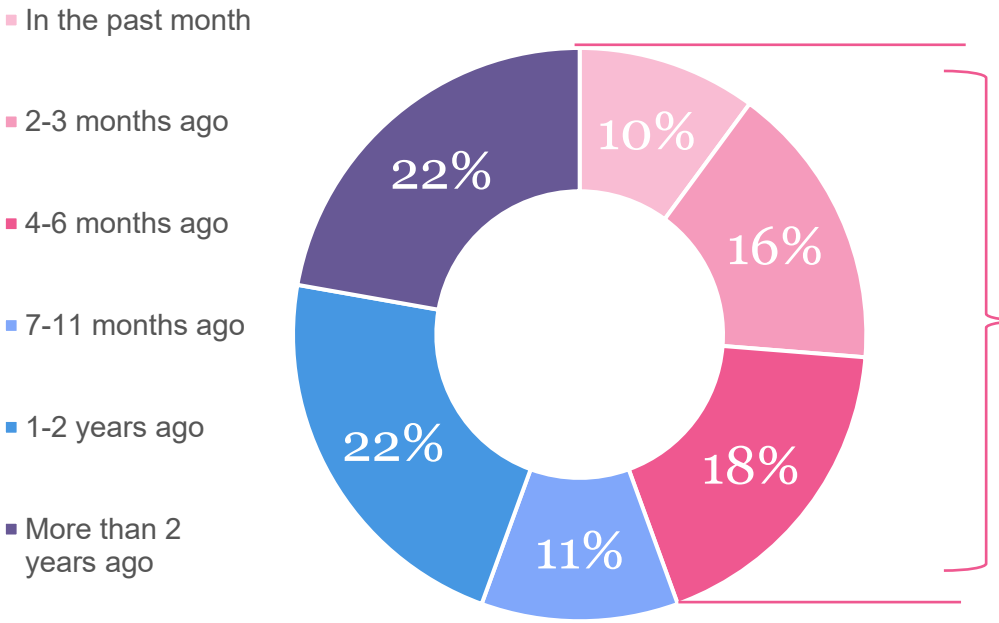


Source: NielsenIQ Panel On Demand Omnishopper | CA - OMNI POD during Rolling 52 w/e 23/05/26

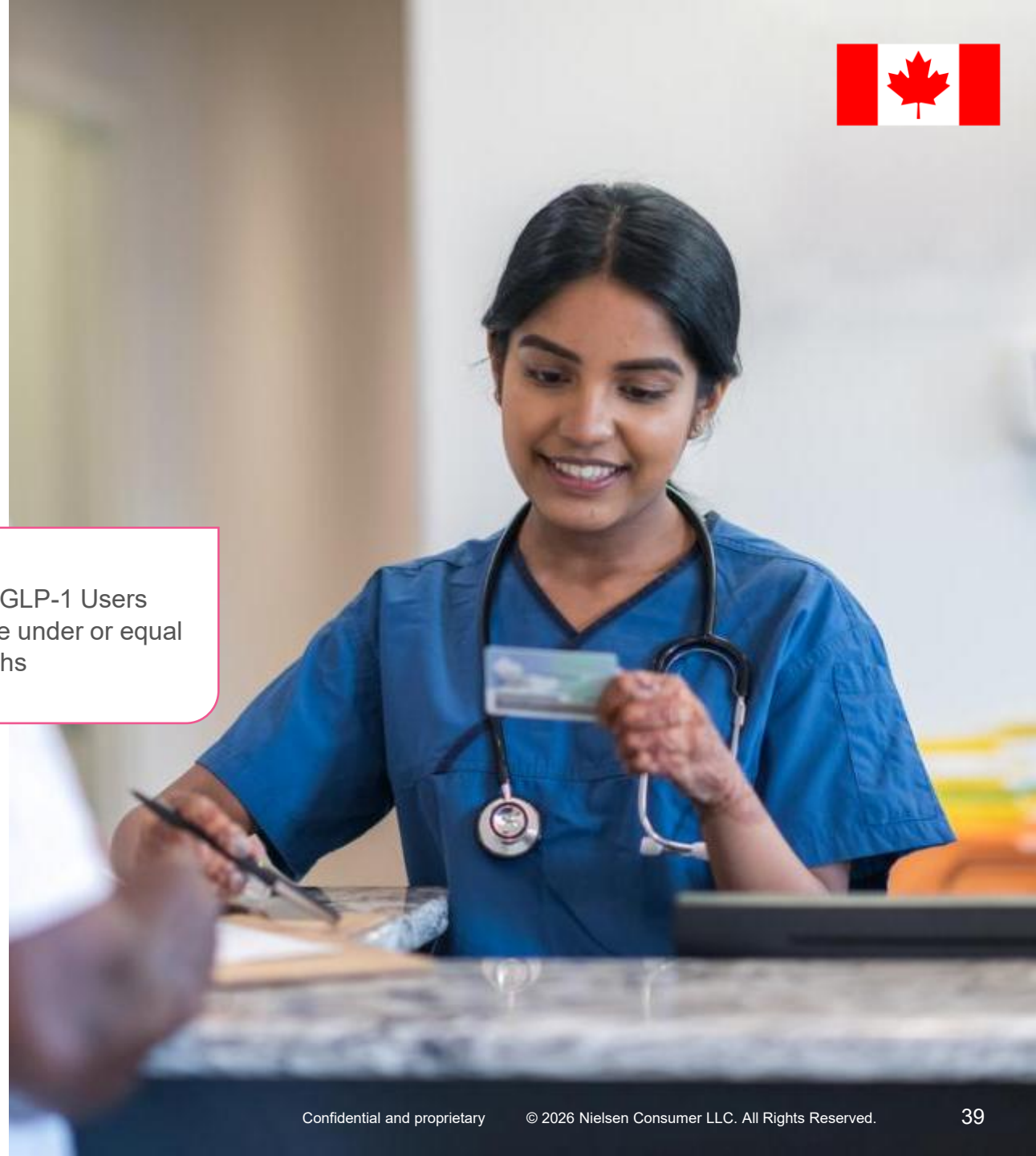
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Canada is experiencing a GLP-1 expansion, with 44% of users starting within the last six months

Length of GLP-1 Usage



44% of GLP-1 Users Usage are under or equal to **6** months



Source: NielsenIQ Panel On Demand Omnishopper | CA - OMNI POD during Rolling 52 w/e 23/05/26

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Among current GLP-1 using households



$20.6B
on all Packaged Food/Bev Products (+0.1% on dollars, -3% on units, behind vs Total Households)

Down
on trips, and units/trip

+0.9%
on dollars for all "No Sugar Added Stated" (exceeds overall growth, but behind Total Households)

Source: NielsenIQ Panel On Demand Omnishopper | CA - OMNI POD during Rolling 52 w/e 22/08/26

How GLP-1 Dynamics Are Changing

- More users
- “Cycling” of use
  - People going on/off for specific situations
- “Micro-dosing”
- New forms: pills, and more
- Better pricing through access to generics
- Side effect concerns growing
- GLP-1 Alternatives
  - Natural supplements and otherwise

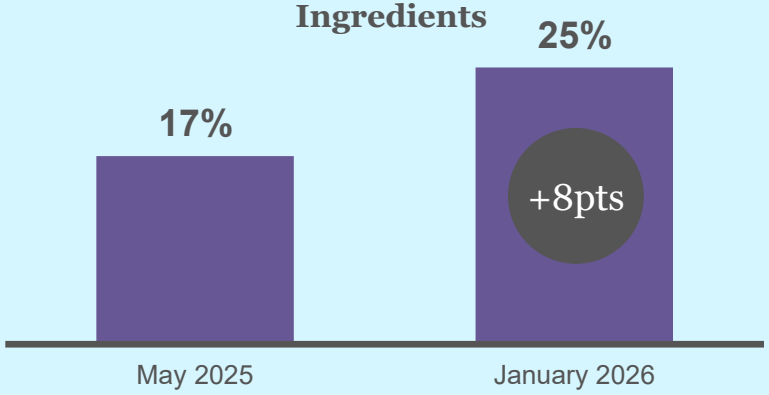
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Apps & Wearables

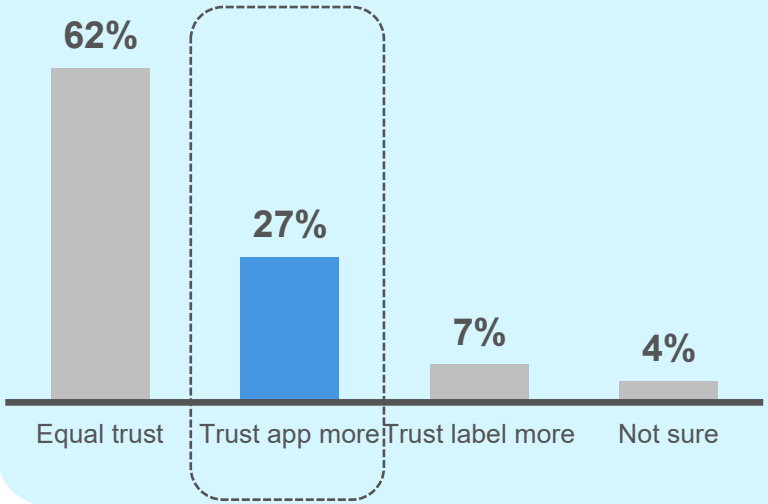
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The Yuka App is changing the way people shop

Use Third Party Scan Apps to Check Ingredients



Trust: App vs Label



87% are likely to put a low-scoring item or item flagged as containing artificial ingredients ***back on the shelf***

What do you watch for when using a third-party scanning app to assess the snacks you purchase?

Sugar content – 49%
High-risk additives – 40%
Protein content – 39%
Overall numeric rating – 37%
Calories – 37%
Sodium content – 33%
Fiber content – 33%
Moderate-risk additives – 33%
Seed oils – 29%

300K food products in the Canadian database today, and growing daily

95% of products scanned by users are available in the Canadian database

4M users in Canada today ***growing at +70K per month (10% of Canadians overall)***

18% of Canadian households are aware of Yuka, suggesting a conversion on awareness >50% *

Sources

Left: NIQ, BASES Quick Question Omnibus Survey (US), n=1,000, May 2025 Vs. n=2,006, January 2026, Source: NIQ, BASES Quick Question Omnibus Survey (US), n=2,006, January 2026

Right: The Yuka Effect: How App-Savvy Shoppers Are Changing Whole Health - Grocery Business Magazine | *NielsenIQ Canada Omnishopper Survey, Q2 2026

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$20.1B
on all CPG/FMCG Products
(+5.3%, exceeding Total Households)

+10.4%
on “No Sugar Added” Food/Bev products
(*7pts higher than Total Households)

+12.5%
on “Protein Stated” Food/Bev products
(*7pts higher than Total Households)

+15%
on “Clean Protein” Food/Bev products
(*11pts higher than Total Households)

Source: NielsenIQ Panel On Demand Omnishopper | CA - OMNI POD during Rolling 52 w/e 22/08/26

Wearables *impact nutrition choices almost 2x more* than wearers intend

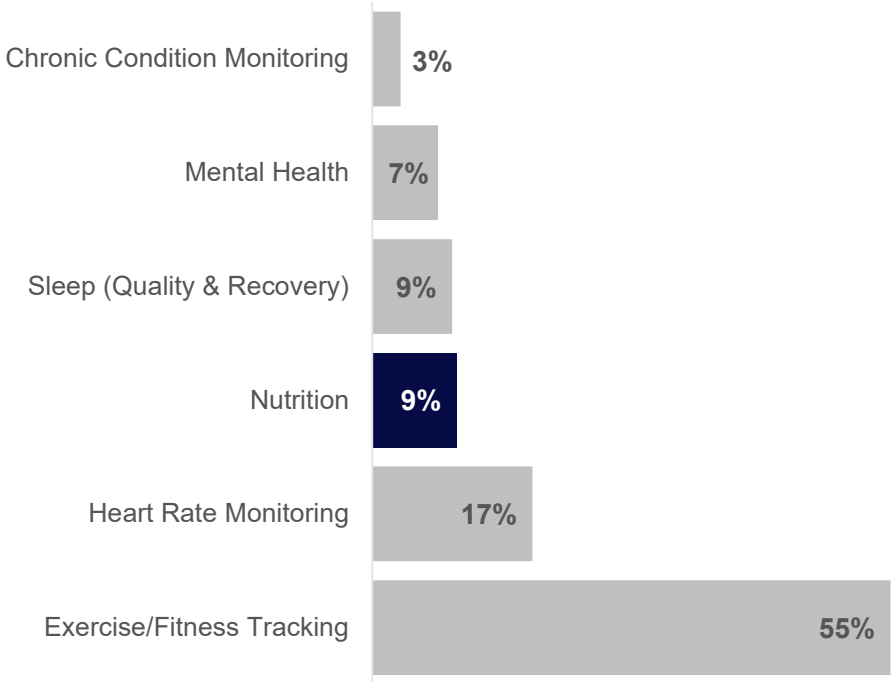
36%
of U.S. adults use a health wearable

62%
of wearable users have worn their device for >1 year

1.6x
higher wearable adoption among GLP-1 households vs. general population

Nutrition is a low stated motivation for wearable use…

Top motivations for wearing a wearable

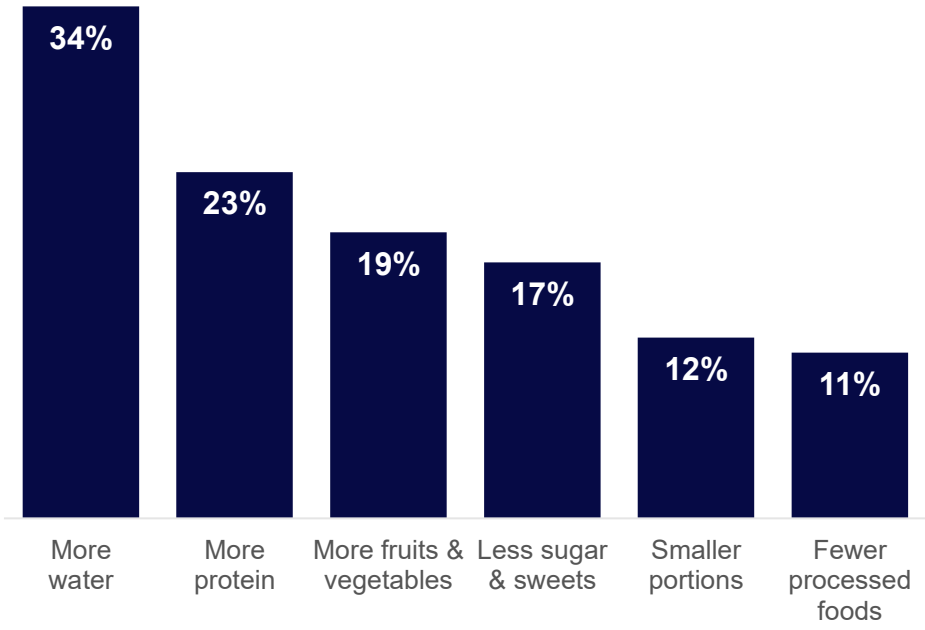


New wearable buyers cut alcohol, result of personalized feedback on sleep and recovery?

Oura Ring, Whoop, Lumen, Tile, FitBit, or Garmin BevAI and sales of alcohol in subsequent quarters post wearable purchase

Despite low intent, wearable use drives meaningful nutrition behavior change

Behavior change as a result of using a wearable

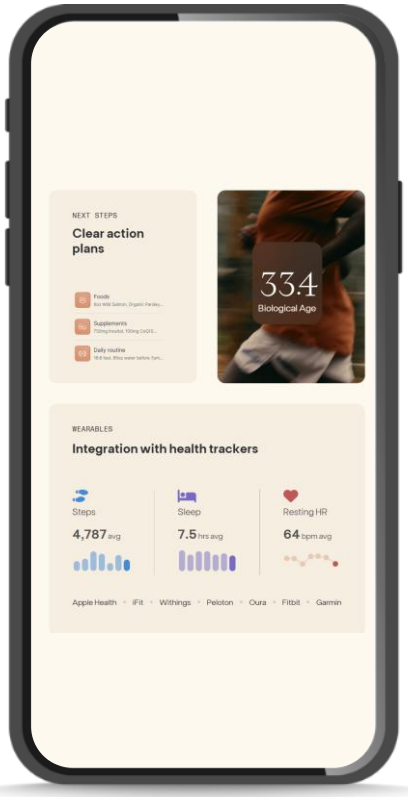


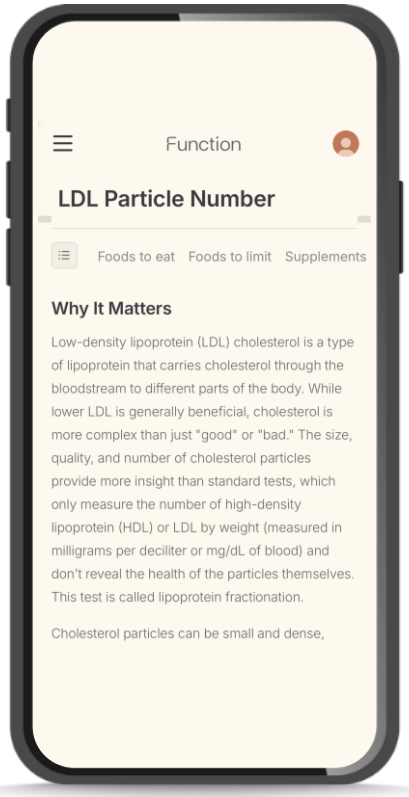
NIQ Bases Quick Question Omnibus, December 2025, , NielsenIQ Digital Purchases, October 2025

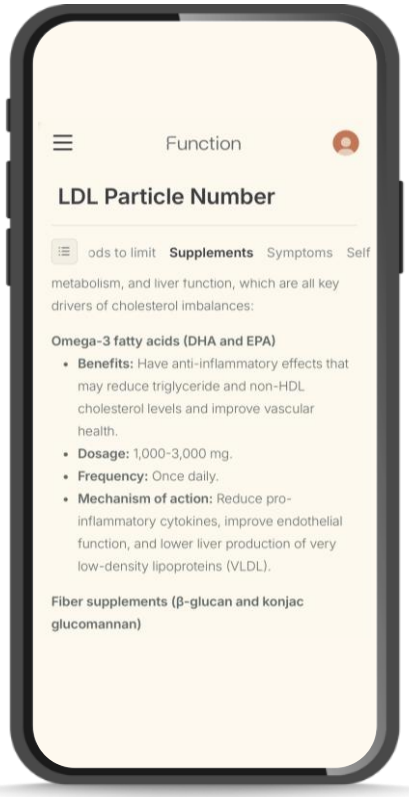
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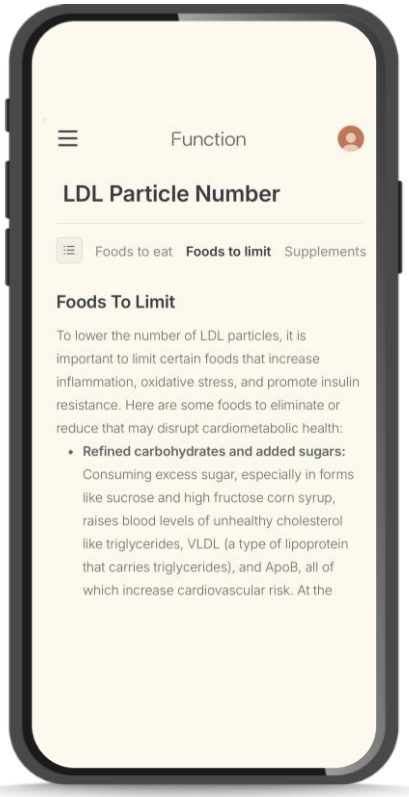
Depth of testing is now in consumer hands with specific recommendations











Consumers have choice

superpower · Quest · Mito · everlywell · EREWHON · Function

InsideTracker

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PROTEIN GOAL

82 g
of 120 g

68%

12g remaining
to reach your goal

PROTEIN INTAKE

Today

82 g



TOP PROTEIN SOURCES

Chicken	32 g
Greek Yogurt	18 g
Protein Shake	16 g
Eggs	8 g
Other	8 g



ACTIVITY

7,532 steps

Goal: 10,000

RECOVERY

85
Excellent

Your body is well recovered and ready.

SLEEP

7h 45m
Sleep duration

Sleep quality
Good

HEART RATE

72 bpm
Resting

AI RECOMMENDATION

Consider a 20g protein snack this afternoon to hit your goal and support muscle recovery.



TREND (7 DAYS)



You're consistent!
Protein intake
up 14%
vs last 7 days

PRO TIP

Spread your protein intake across 3–4 meals per day for better absorption and muscle protein synthesis.

Learn more →

SHOPPING LIST

Reach your protein goal with these picks.

- [x] **Greek Yogurt**
  High in protein & probiotics
  Qty: 1
- [ ] **Chicken Breast**
  Lean & versatile
  Qty: 1
- [ ] **Eggs**
  Complete protein
  Qty: 1 dozen
- [ ] **Protein Powder**
  Quick & convenient
  Qty: 1
- [ ] **Cottage Cheese**
  High protein & low fat
  Qty: 1

PRODUCT RECOMMENDATIONS

Whey Protein Powder
★★★★★ 4.6 (2,431)
24g protein / serving
$34.99
Add

Plain Greek Yogurt (2%)
★★★★☆ 4.7 (3,982)
17g protein / serving
$4.49
Add

Chicken Breast (Fresh)
★★★★★ 4.5 (1,876)
26g protein / 100g
$6.49 / lb
Add

EST. PROTEIN BOOST
+56–70 g
Add these items to easily meet and exceed your goal.

TOTAL EST.
$45.46
Based on recommended qty.

Moving Forward

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Summary

- Canadians are focusing on their health & wellness, but there are a lot of barriers in their way
  - Economic, unclear labeling, mistrust and more
- Wellness is still trending among consumers, and there is follow-through: including positive trends on clean protein, and negative trends on NOVA, and Front of Pack-labeled product
- These trends are largely enabled by various technologies: AI, apps/wearables, and GLP-1's

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