



Snacks in Canada

June 2023

Table of Contents

Snacks in Canada

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 1 - Sales of Snacks by Category: Volume 2018-2023

Table 2 - Sales of Snacks by Category: Value 2018-2023

Table 3 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 4 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Snacks: % Value 2019-2023

Table 6 - LBN Brand Shares of Snacks: % Value 2020-2023

Table 7 - Penetration of Private Label by Category: % Value 2018-2023

Table 8 - Distribution of Snacks by Format: % Value 2018-2023

Table 9 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 10 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 11 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 12 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Chocolate Confectionery in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth momentum continues driven by on-the-go snacking

Dynamic performance of seasonal offerings post-lockdown

Convenience and forecourt retailers take share away from supermarkets/hypermarkets

PROSPECTS AND OPPORTUNITIES

A decent performance by the category expected, backed by indulgence

Demand for healthier alternatives expected to continue growing

Convenience and e-commerce channels will continue to thrive

CATEGORY DATA

Table 13 - Sales of Chocolate Confectionery by Category: Volume 2018-2023

Table 14 - Sales of Chocolate Confectionery by Category: Value 2018-2023

Table 15 - Sales of Chocolate Confectionery by Category: % Volume Growth 2018-2023

Table 16 - Sales of Chocolate Confectionery by Category: % Value Growth 2018-2023

Table 17 - Sales of Chocolate Tablets by Type: % Value 2018-2023

Table 18 - NBO Company Shares of Chocolate Confectionery: % Value 2019-2023

Table 19 - LBN Brand Shares of Chocolate Confectionery: % Value 2020-2023

Table 20 - Distribution of Chocolate Confectionery by Format: % Value 2018-2023

Table 21 - Forecast Sales of Chocolate Confectionery by Category: Volume 2023-2028

Table 22 - Forecast Sales of Chocolate Confectionery by Category: Value 2023-2028

Table 23 - Forecast Sales of Chocolate Confectionery by Category: % Volume Growth 2023-2028

Table 24 - Forecast Sales of Chocolate Confectionery by Category: % Value Growth 2023-2028

Gum in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stronger performance of gum witnessed
Functional benefits appeal to the public's growing health habits
Manufacturers focus on innovative products to differentiate themselves

PROSPECTS AND OPPORTUNITIES

A robust growth expected in the forecast period
Focus on products providing health benefits
Convenience stores set to gain market share in the retail landscape

CATEGORY DATA

Table 25 - Sales of Gum by Category: Volume 2018-2023
Table 26 - Sales of Gum by Category: Value 2018-2023
Table 27 - Sales of Gum by Category: % Volume Growth 2018-2023
Table 28 - Sales of Gum by Category: % Value Growth 2018-2023
Table 29 - Sales of Gum by Flavour: Rankings 2018-2023
Table 30 - NBO Company Shares of Gum: % Value 2019-2023
Table 31 - LBN Brand Shares of Gum: % Value 2020-2023
Table 32 - Distribution of Gum by Format: % Value 2018-2023
Table 33 - Forecast Sales of Gum by Category: Volume 2023-2028
Table 34 - Forecast Sales of Gum by Category: Value 2023-2028
Table 35 - Forecast Sales of Gum by Category: % Volume Growth 2023-2028
Table 36 - Forecast Sales of Gum by Category: % Value Growth 2023-2028

Sugar Confectionery in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sugar confectionery continues to show improvement in 2023
Demand for healthier alternatives drives innovation
Convenience stores show growth alongside supermarkets and hypermarkets

PROSPECTS AND OPPORTUNITIES

Growing competition and challenges for sugar confectionery
Focus on smaller portion sizes for sugar confectionery
Retail growth and decline in sugar confectionery

CATEGORY DATA

Summary 2 - Other Sugar Confectionery by Product Type: 2023
Table 37 - Sales of Sugar Confectionery by Category: Volume 2018-2023
Table 38 - Sales of Sugar Confectionery by Category: Value 2018-2023
Table 39 - Sales of Sugar Confectionery by Category: % Volume Growth 2018-2023
Table 40 - Sales of Sugar Confectionery by Category: % Value Growth 2018-2023
Table 41 - Sales of Pastilles, Gummies, Jellies and Chews by Type: % Value 2018-2023
Table 42 - NBO Company Shares of Sugar Confectionery: % Value 2019-2023
Table 43 - LBN Brand Shares of Sugar Confectionery: % Value 2020-2023
Table 44 - Distribution of Sugar Confectionery by Format: % Value 2018-2023

Table 45 - Forecast Sales of Sugar Confectionery by Category: Volume 2023-2028

Table 46 - Forecast Sales of Sugar Confectionery by Category: Value 2023-2028

Table 47 - Forecast Sales of Sugar Confectionery by Category: % Volume Growth 2023-2028

Table 48 - Forecast Sales of Sugar Confectionery by Category: % Value Growth 2023-2028

Ice Cream in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Indulgence overtakes health within ice cream, fuelling growth

Innovation revives take-home dairy ice cream

Hotter summers boost demand for ice cream

PROSPECTS AND OPPORTUNITIES

Decent performance expected for ice cream in the forecast period

Strong performance predicted for plant-based ice cream

Foodservice sector revival following full reopening

CATEGORY DATA

Table 49 - Sales of Ice Cream by Category: Volume 2018-2023

Table 50 - Sales of Ice Cream by Category: Value 2018-2023

Table 51 - Sales of Ice Cream by Category: % Volume Growth 2018-2023

Table 52 - Sales of Ice Cream by Category: % Value Growth 2018-2023

Table 53 - Sales of Ice Cream by Leading Flavours: Rankings 2018-2023

Table 54 - Sales of Impulse Ice Cream by Format: % Value 2018-2023

Table 55 - NBO Company Shares of Ice Cream: % Value 2019-2023

Table 56 - LBN Brand Shares of Ice Cream: % Value 2020-2023

Table 57 - NBO Company Shares of Impulse Ice Cream: % Value 2019-2023

Table 58 - LBN Brand Shares of Impulse Ice Cream: % Value 2020-2023

Table 59 - NBO Company Shares of Take-home Ice Cream: % Value 2019-2023

Table 60 - LBN Brand Shares of Take-home Ice Cream: % Value 2020-2023

Table 61 - Distribution of Ice Cream by Format: % Value 2018-2023

Table 62 - Forecast Sales of Ice Cream by Category: Volume 2023-2028

Table 63 - Forecast Sales of Ice Cream by Category: Value 2023-2028

Table 64 - Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028

Table 65 - Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

Savoury Snacks in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Savoury snacks thrive with innovation and socialisation

Vegetable, pulse, and bread chips fuel healthy snacking trend

Sustainability and CSR gain importance for consumers and manufacturers

PROSPECTS AND OPPORTUNITIES

Savoury snacks set to continue to soar with growing consumption

Healthier alternatives expected to show strongest performance

Convenience channel will match growth of large grocery retailers

CATEGORY DATA

Table 66 - Sales of Savoury Snacks by Category: Volume 2018-2023

- Table 67 - Sales of Savoury Snacks by Category: Value 2018-2023
- Table 68 - Sales of Savoury Snacks by Category: % Volume Growth 2018-2023
- Table 69 - Sales of Savoury Snacks by Category: % Value Growth 2018-2023
- Table 70 - NBO Company Shares of Savoury Snacks: % Value 2019-2023
- Table 71 - LBN Brand Shares of Savoury Snacks: % Value 2020-2023
- Table 72 - Distribution of Savoury Snacks by Format: % Value 2018-2023
- Table 73 - Forecast Sales of Savoury Snacks by Category: Volume 2023-2028
- Table 74 - Forecast Sales of Savoury Snacks by Category: Value 2023-2028
- Table 75 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028
- Table 76 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

Sweet Biscuits, Snack Bars and Fruit Snacks in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

- Robust manufacturers activities drive growth
- Rising health consciousness leads to increasing competition
- Strong inflationary pressure as food prices reach record high

PROSPECTS AND OPPORTUNITIES

- Value sales growth expected to retreat amidst inflation cool down
- Snack bars to benefit most from growing health consciousness
- Significant increase in e-commerce sales expected in the forecast period

CATEGORY DATA

- Table 77 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023
- Table 78 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023
- Table 79 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023
- Table 80 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023
- Table 81 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023
- Table 82 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023
- Table 83 - NBO Company Shares of Sweet Biscuits: % Value 2019-2023
- Table 84 - LBN Brand Shares of Sweet Biscuits: % Value 2020-2023
- Table 85 - NBO Company Shares of Snack Bars: % Value 2019-2023
- Table 86 - LBN Brand Shares of Snack Bars: % Value 2020-2023
- Table 87 - NBO Company Shares of Fruit Snacks: % Value 2019-2023
- Table 88 - LBN Brand Shares of Fruit Snacks: % Value 2020-2023
- Table 89 - Distribution of Sweet Biscuits, Snack Bars and Fruit Snacks by Format: % Value 2018-2023
- Table 90 - Distribution of Sweet Biscuits by Format: % Value 2018-2023
- Table 91 - Distribution of Snack Bars by Format: % Value 2018-2023
- Table 92 - Distribution of Fruit Snacks by Format: % Value 2018-2023
- Table 93 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028
- Table 94 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028
- Table 95 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028
- Table 96 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/snacks-in-canada/report.