How Health, Regulation, and Longevity are Reshaping Canadian FMCG Demand

May 20, 2026

NielsenIQ

Meet your speakers today

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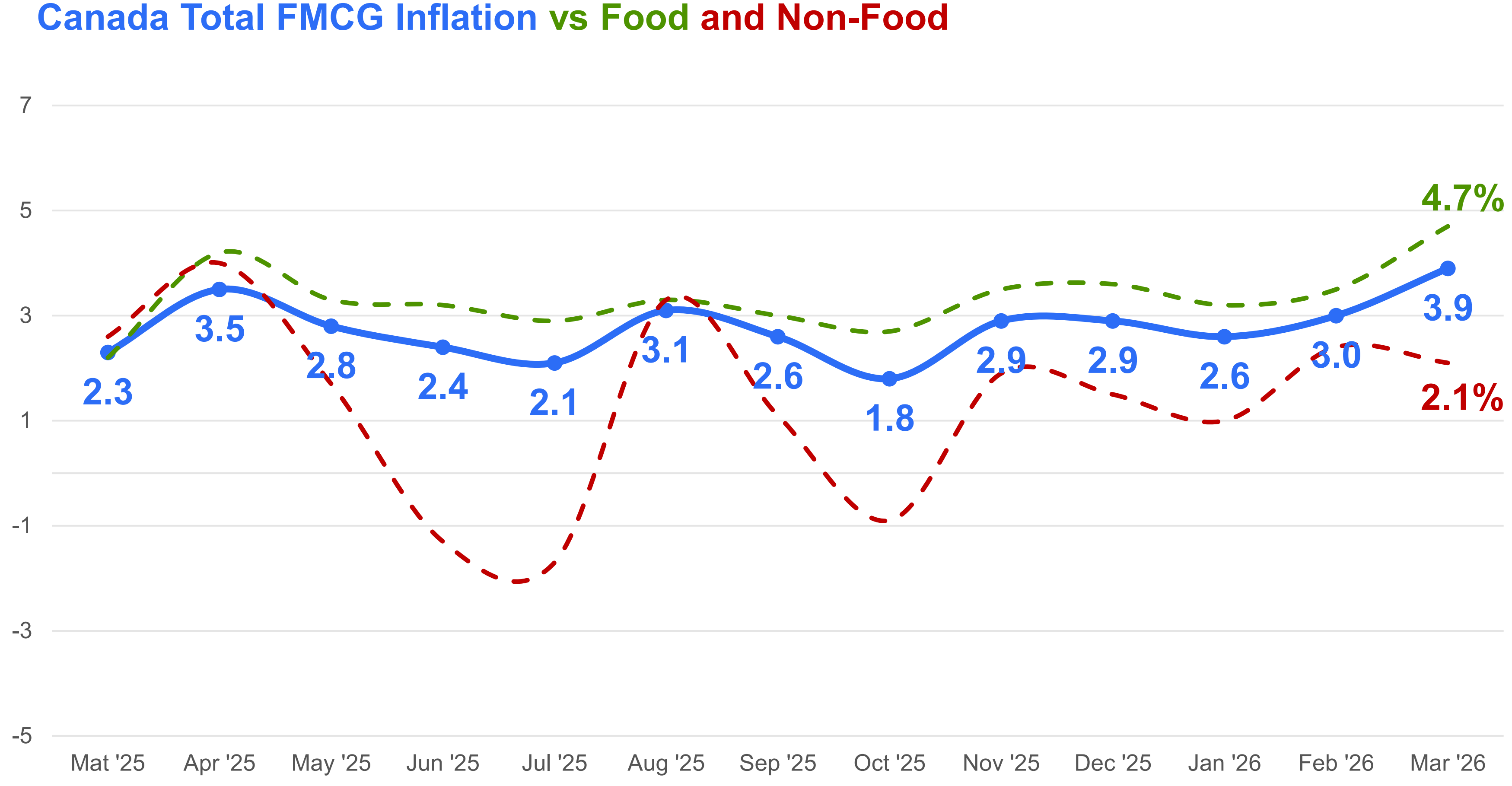
NIQ

Over the past year, food prices have been rising faster than non-food



L52 Weeks

FMCG	+3.0%
Food	+3.6%
Non-Food	+1.3%

Source: NielsenIQ MarketTrack Canada All Channels Combined, Monthly Periods and L52 March 28, 2026

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

Rising inflation changes

Shopping Behaviour

- Shop online / use home delivery
- Shop closer to home
- One-stop-shop / bulk buying

Value Focus

- Buy less expensive brands
- Shift to retailers with lower prices
- Stock-up when on promotion

Lifestyle Impact

- Spend more time at home
- Eat out less
- Reduce overall spending
- Drive less and use transit more

Banner Loyalty At Risk

12%	48%	37%
I shop at different stores more often	I shop at same stores but less often	No change in store choice

Source: NIQ 2026 Rising Gas Prices Report – Total Canada Q: has higher gas prices influenced store choice

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 grocery growth

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

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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

Weighing in on three health and wellness trends

Front-of-Pack

Gut Health

Healthy Aging

Front-of-Pack (FOP) 2026

Canadian Front of Package (FOP) Nutrition Labeling Characteristics

Starting January 1, 2026, pre-packaged food was required to update packaging to display a warning label if it exceeds thresholds for Saturated Fat, Sugars, or Sodium

Prepackaged Foods

meet or exceed 15% DV of saturated fat, sugars or sodium

EXAMPLES:

- deli meats
- soups
- frozen desserts
- puddings

Prepackaged foods with a small reference amount (≤ 30 g or mL)

meet or exceed 10% DV of saturated fat, sugars or sodium

EXAMPLES:

- sauces
- condiments
- pickles
- salad dressings
- crackers
- cookies
- breakfast cereals

Prepackaged main dishes with a reference amount of ≥ 200 g*

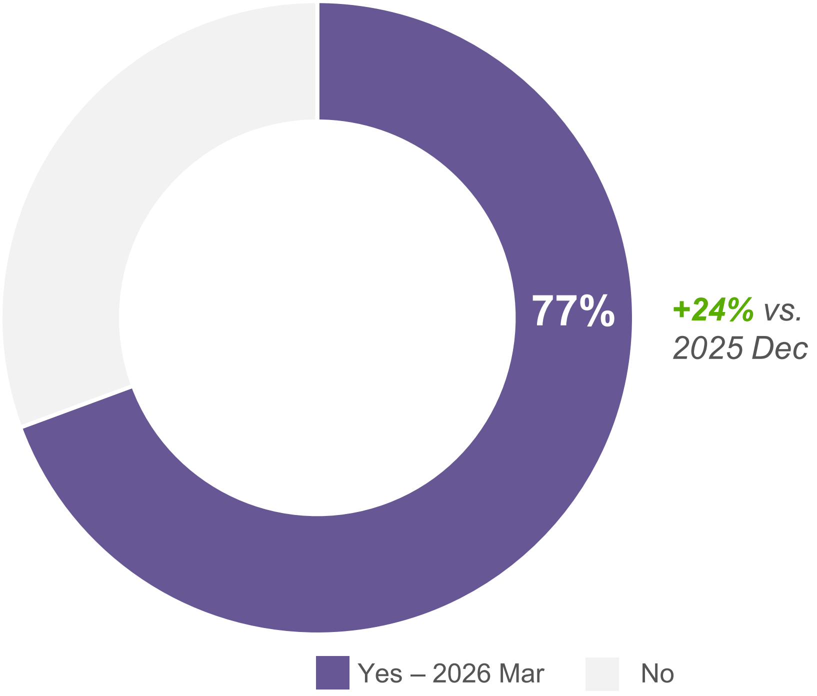
meet or exceed 30% DV of saturated fat, sugars or sodium

EXAMPLES:

- pizza
- burritos
- macaroni and cheese

FOP label awareness has reached 77% of Canadian households, increasing sharply by 24 points since Dec 2025

Awareness of Canada’s New Front-of-Package Nutrition Symbol



Source: Front of Packaging study on Omnishopper Panel 2026

Q1. Are you aware of the new front-of-package nutrition symbol being implemented in Canada? | Total Respondents (n=7782)

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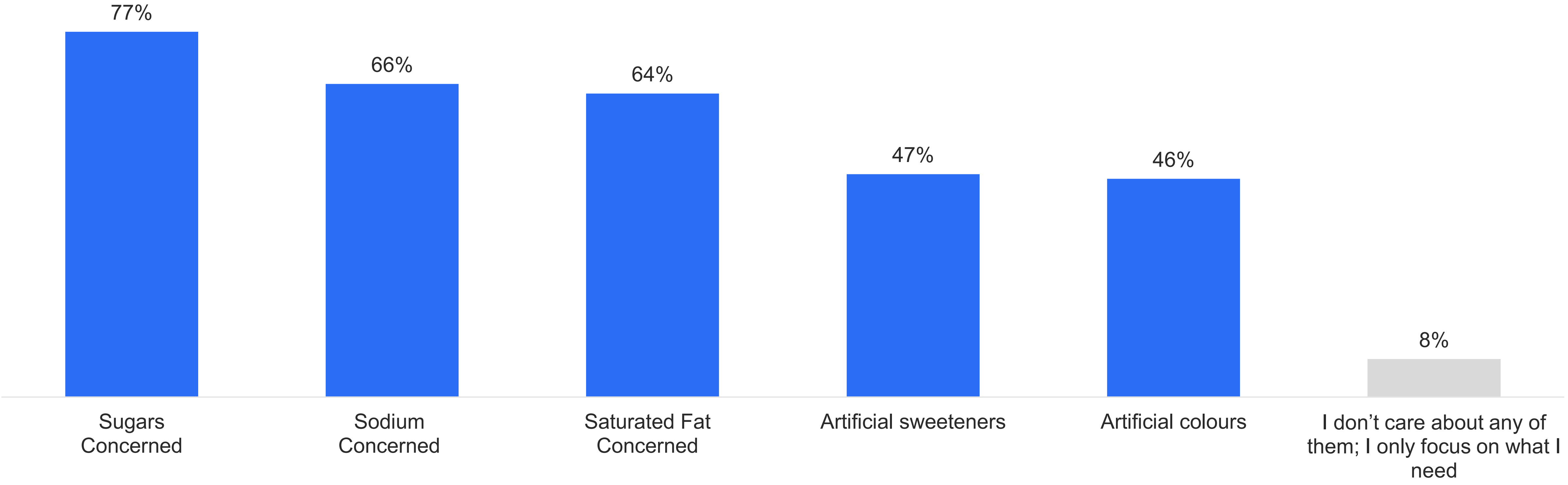
Strong engagement with front-of-pack symbols; sugar is the leading concern

What Shoppers Care Most About in Front-of-Pack Nutrition Symbols



Source: Front of Packaging study on Omnishopper Panel 2026
Q6. Thinking about the front-of-pack nutrition symbol, which of the following do you care the most about? | Total Respondents (n=5955)

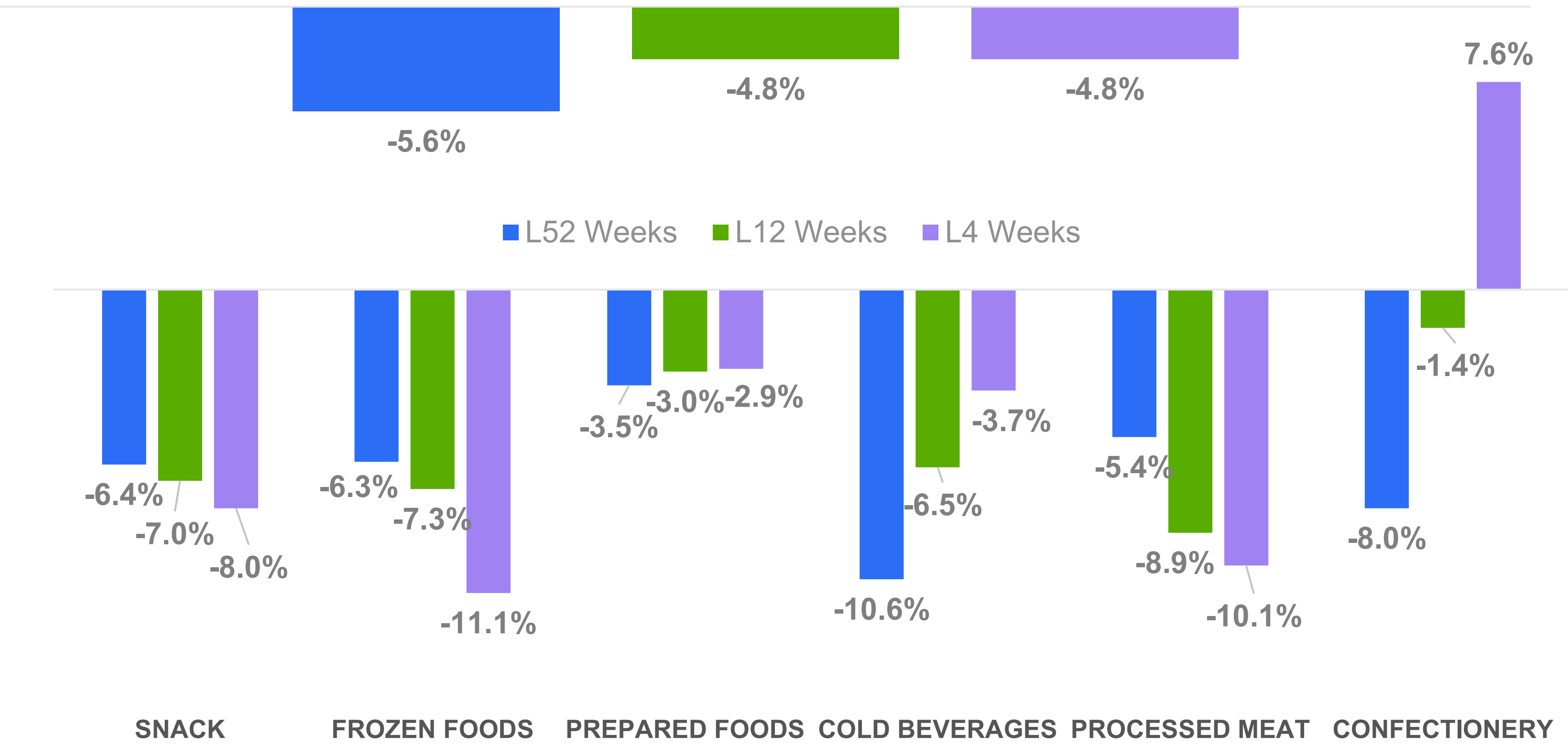
Despite declines of FOP-labeled product, the jury is still out on the FOP label impact so far

Total Canada – Total Food & Beverage
Tonn % Chg, Period ending April 18th, 2026

Total F&B Consumption L52wks = -0.1% Tonn % Chg

All listed dpmts are performing better with non-FOP products

Total Food & Bev (FOP)



FOP-Labeled Product Performance (Top Departments)

Source: NIQ, Retail Measurement Services – NIQ Product Insight; National GB+DR+MM Total Food & Beverage. Period Ending April 18th, 2026

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

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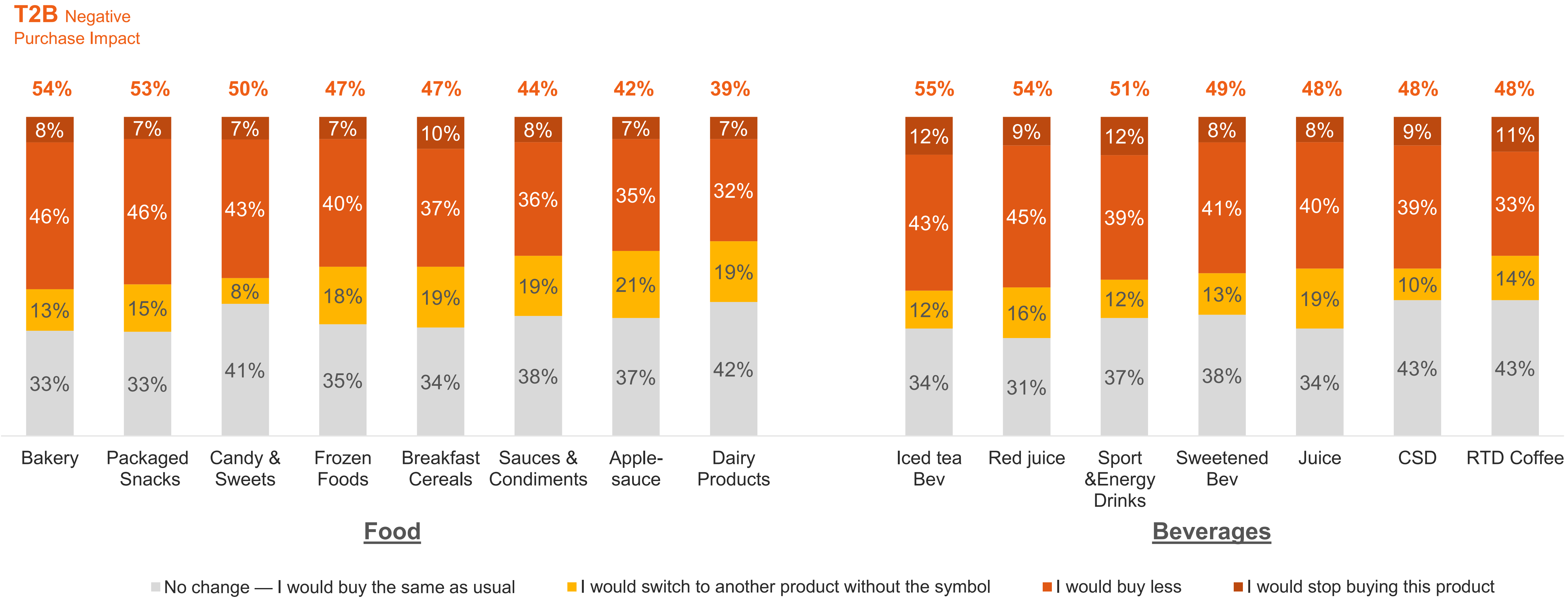
Non-essential food and beverage categories expect to see the greatest disruption from FOP labels, while essential dairy shows limited impact, with just 39% of buyers intending to cut back

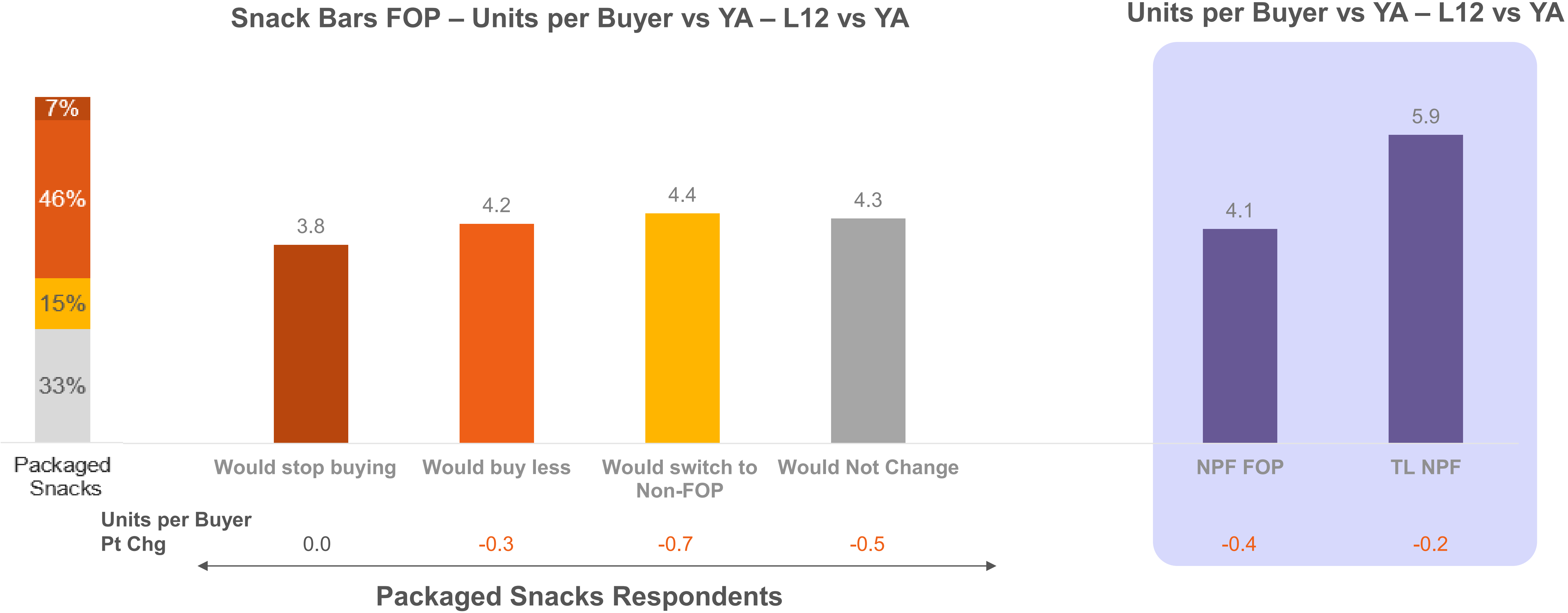
FOP Label Impact on Food and Beverages Category Purchases (out of buyers)



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)

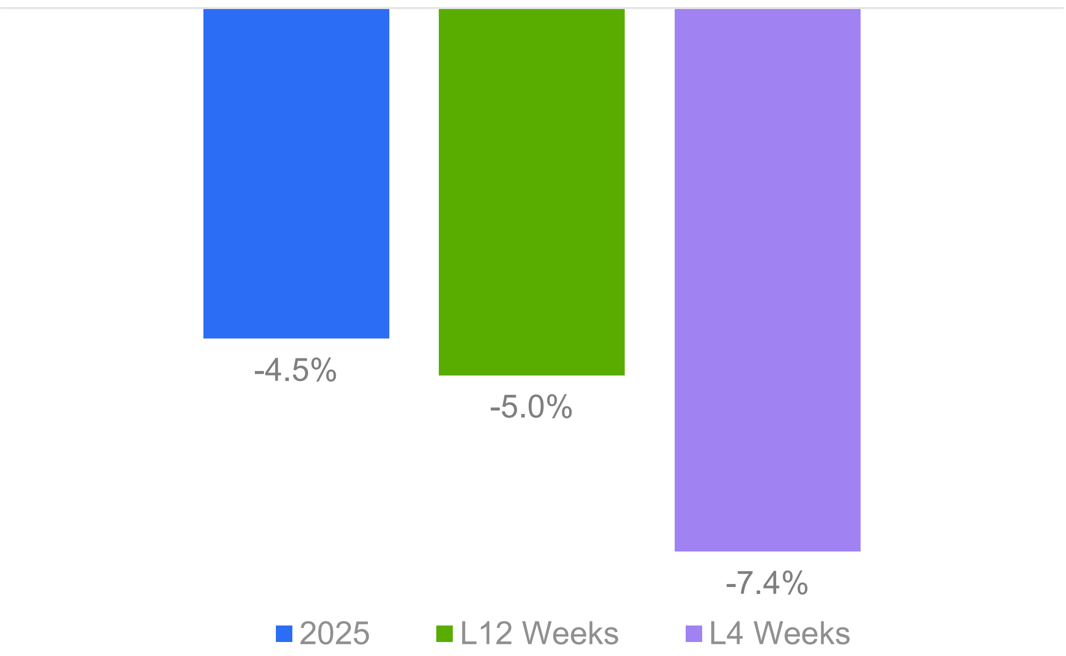
Based on how consumers purchased FOP Snack bars, we can see consumers don't always act on their intentions



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

Snack bar FOP products are showing impact of the change

NPF TL FOP Tonn % Chg

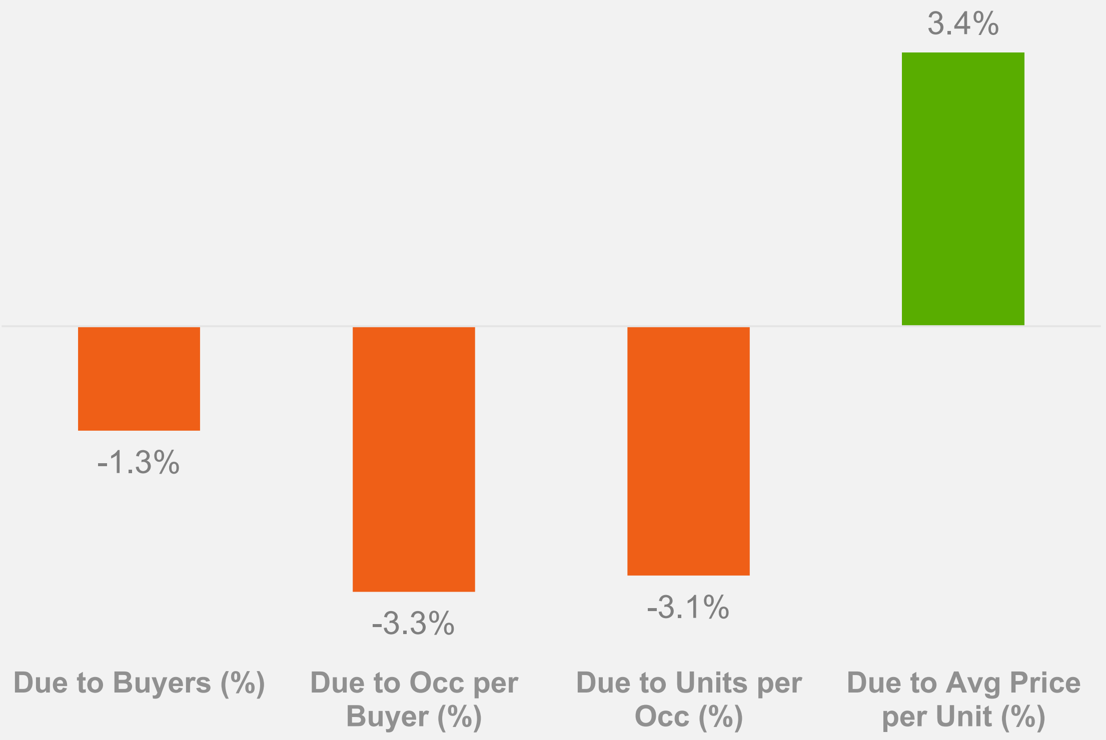


	2025	L12 Weeks	L4 Weeks
TL NPF Tonn % Chg	-2.2%	-3.0%	-5.6%

Source: NIQ, Retail Measurement Services – NIQ Product Insight; National GB+DR+MM Total Nutritious Portable Foods

Sales declines for FOP-marked snack bars are driven by fewer trips and fewer units per trip

Snack Bars FOP – L12 vs YA



Source: NielsenIQ Omnishopper, Total Canada, Cereal/Muesli/Fruit Bar FOP, L12W PE April 18, 2026 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

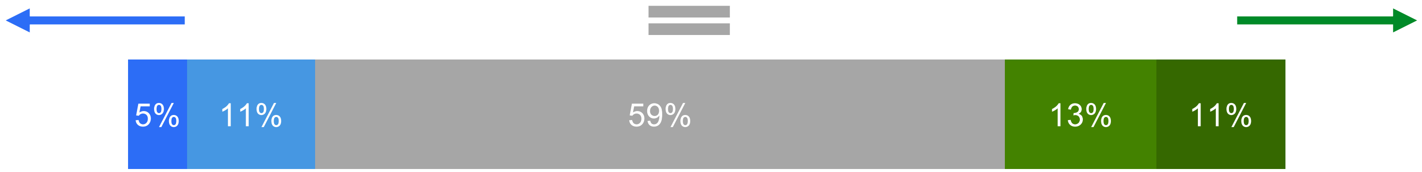
Which Matters More? – Taste vs. Health

- Taste is much more important than health
- Taste is somewhat more important than health
- Taste and health are equally important
- Health is somewhat more important than taste
- Health is much more important than taste

16% *of consumers are willing to sacrifice health for* ***taste***

59% *of consumers say both are equally important*

24% *of consumers are willing to sacrifice taste for* ***health***



Taste Defenders
Taste is much/somewhat more important than health

Balance Seekers
Taste & Health are equally important

Health Advocates
Health is much/somewhat more important than taste

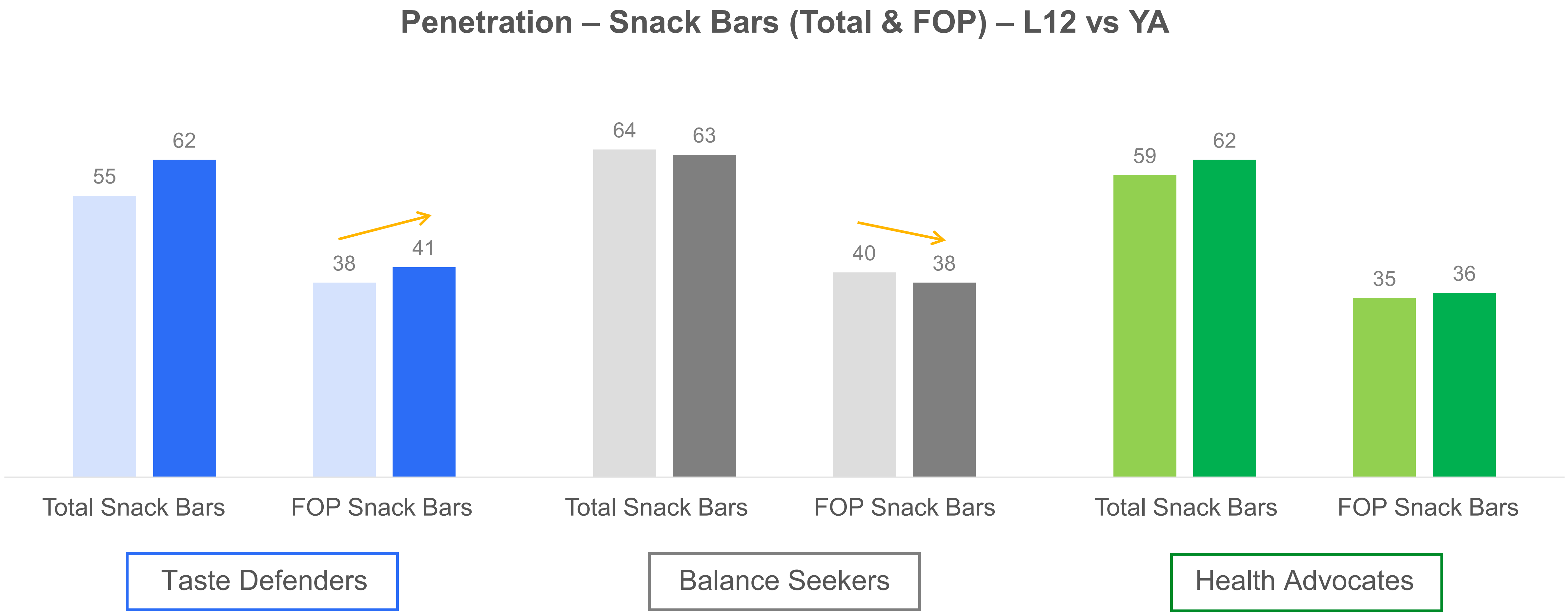
Low income HHLDs <20K (156 index vs. total), **Age 18-24** (156) , **25-34** (138), **45-54** (138) and **Male** (131) are more likely to sacrifice health

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

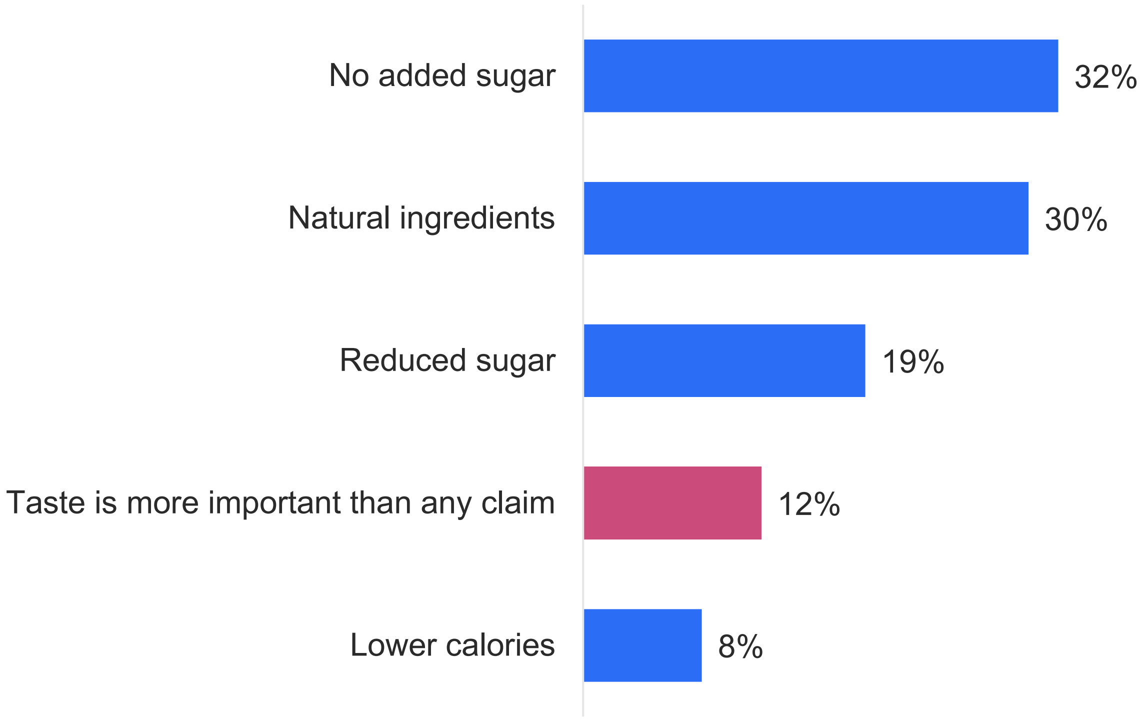
Taste Defenders & Balance Seekers demonstrate consistency in their purchasing priorities towards Snack Bars with FOP claims



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?*

Health and sugar-concerned shoppers prioritize ‘no added sugar’ and ‘natural ingredients’ claims over other messages

Most Important Claims When Choosing Sweetened Food Products



Taste Defenders (n=1123)	Health Advocates (n=1459)
%	%
26%	36%
21%	34%
22%	17%
24%	4%
7%	9%

%% means significantly higher than total
%% means significantly lower than total

Source: Front of Packaging study on Omnishopper Panel 2026
Q11. When choosing sweetened food products (e.g., applesauce, sweetened cereals, bakery items), which claim is most important to you? | Total Respondents (n=5955)

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Front-of-pack Is changing how shoppers choose — implications for the market

Manufacturer Implications

- Reformulation is emerging as a commercial priority alongside regulatory requirements
  - Early sales trends indicate that products high in sugar, sodium, or saturated fat are experiencing faster volume declines, suggesting shifting shopper behaviour
- Non-essential categories face the greatest downside risk
  - Snacks, bakery, candy, and sweetened beverages are likely to see the highest number of shoppers buying less or switching
- Sugar reduction should be prioritized first
  - Sugar is the top shopper concern (77% care most), making “high in sugar” warnings potentially commercially disruptive
- Taste still matters—balance is critical
  - With 59% of consumers weighing taste and health equally, potential reformulations must preserve taste

Retailer Implications

- Assortment decisions can increasingly use FOP as an additional shopper signal
  - FOP labels support more informed, joint assortment discussions
- Expect uneven category performance
  - Essential categories (e.g., dairy) show lower sensitivity, while indulgent categories require closer performance monitoring and reset planning
- Opportunity to educate, not just alert
  - In-store and digital education on what FOP means can build trust and reduce shopper confusion as awareness continues to rise rapidly

Front-of-Package (FOP) Nutrition Symbol

2026 NIQ Panel Syndicated Survey Report

What is it

The NIQ Front-of-Package (FOP) Nutrition Symbol Study delivers a holistic understanding of how Canadian shoppers perceive, notice, and respond to the new national FOP labelling policy—capturing awareness, attitudes, and early behavioural signals.

How it works

An NIQ Omni Panel survey conducted with ~10,000 respondents captures a nationally representative view, including key buyer groups. Findings are delivered in two waves to track emerging trends as shoppers become more familiar with the symbol.

For more information, contact your NIQ representative.

Key benefits

Awareness & Visibility of the Symbol: Explores how widely consumers recognize the FOP symbol and where they are most likely to encounter it across food and beverage categories.

Perceived Relevance & Consumer Reactions: Explores how meaningful consumers believe the FOP labeling program is, how they interpret the symbol, and what components they pay most attention - sodium, sugars, and saturated fat.

Influence on Shopper Behaviour & Decision-Making: Examines how the presence of the FOP symbol affects consumer consideration and purchasing behaviours — such as reading labels, evaluating alternatives, or adjusting purchase intent across different product types.

Consumer Sentiment & Reactions to Category Placement: How helpful consumers find the symbol overall, which groups find it most useful, and how shoppers react when they see the symbol on specific categories (using actual purchase trends)

How FOP influences their perceptions and shopping behaviour?

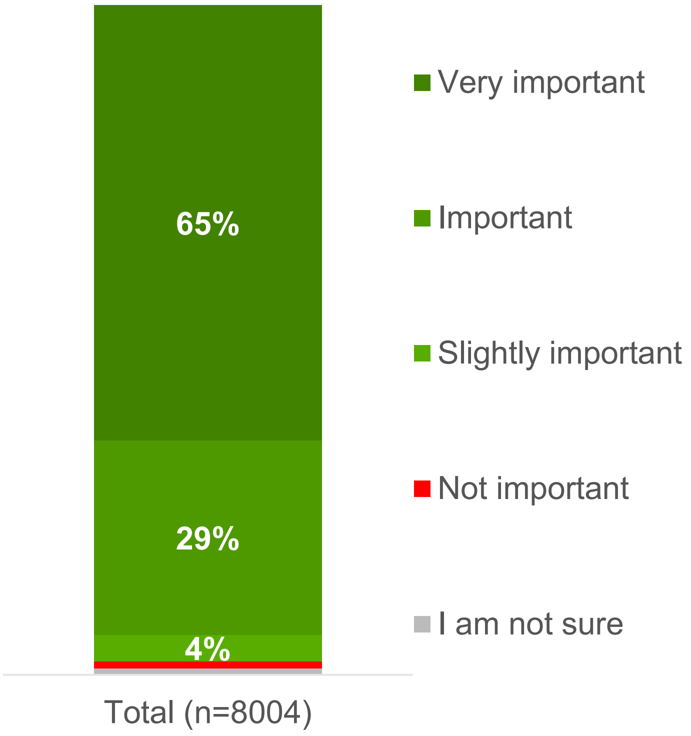
Gut Health

Gut Health Is Everywhere – But What Does It Mean to Canadians?

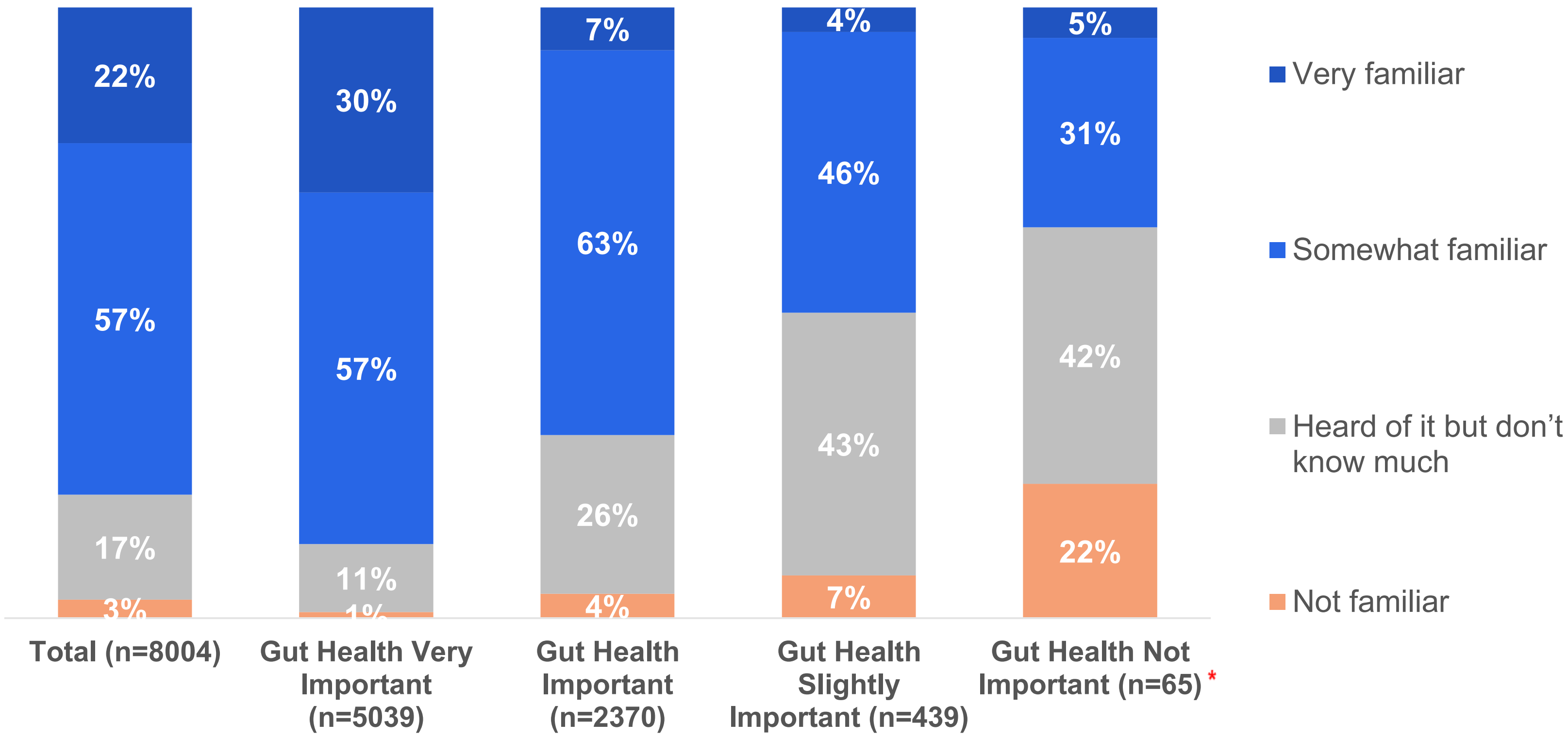
Rising interest in digestive wellness and expanding food and beverage messaging have made gut health impossible to ignore, heightening the need to understand consumer perceptions and their impact on dietary choice.

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

Importance of gut health



Gut-health familiarity by importance level

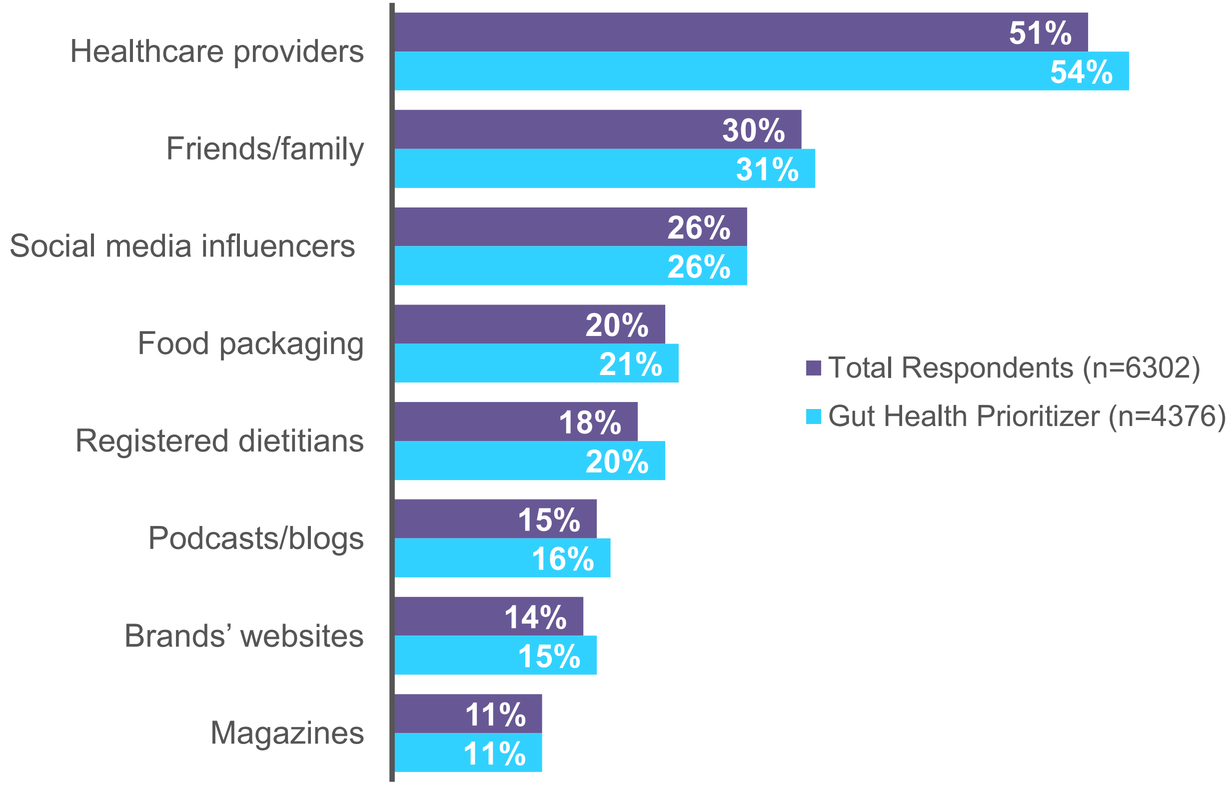


* Small sample size (n<100)

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

Healthcare providers are the primary source of gut-health information followed by friends/family and social media influencers

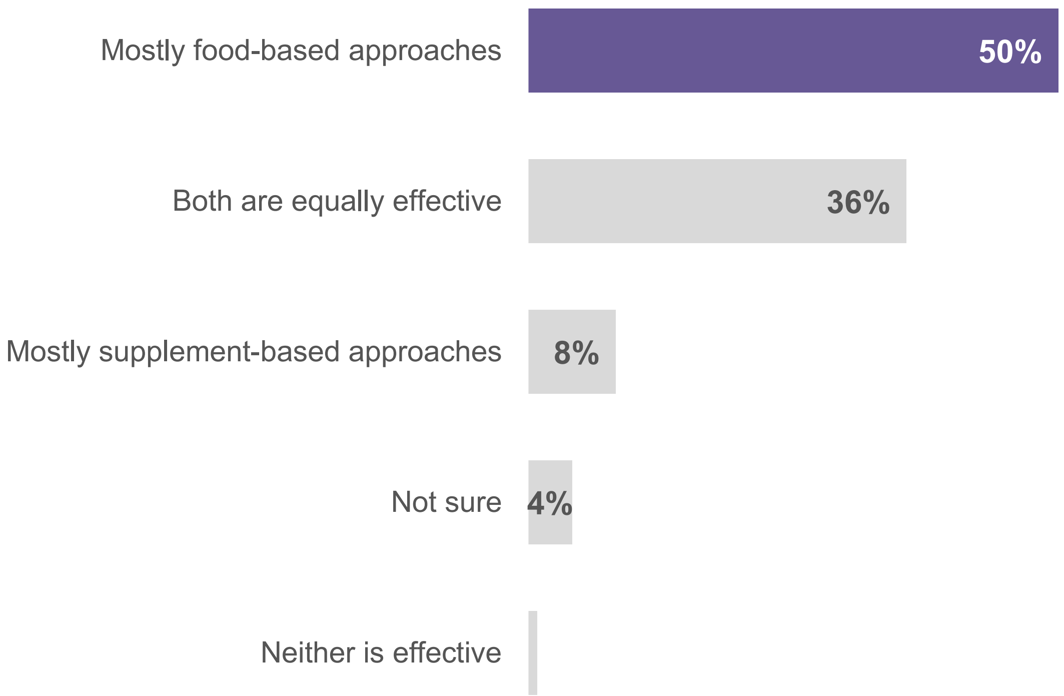
Primary sources of gut-health information



Source: NielsenIQ Gut Health Survey on Omnishopper Panel
Q27. Where do you primarily learn about gut health? (Select all that apply) | n=6302

Food is viewed as the most effective way to improve gut health

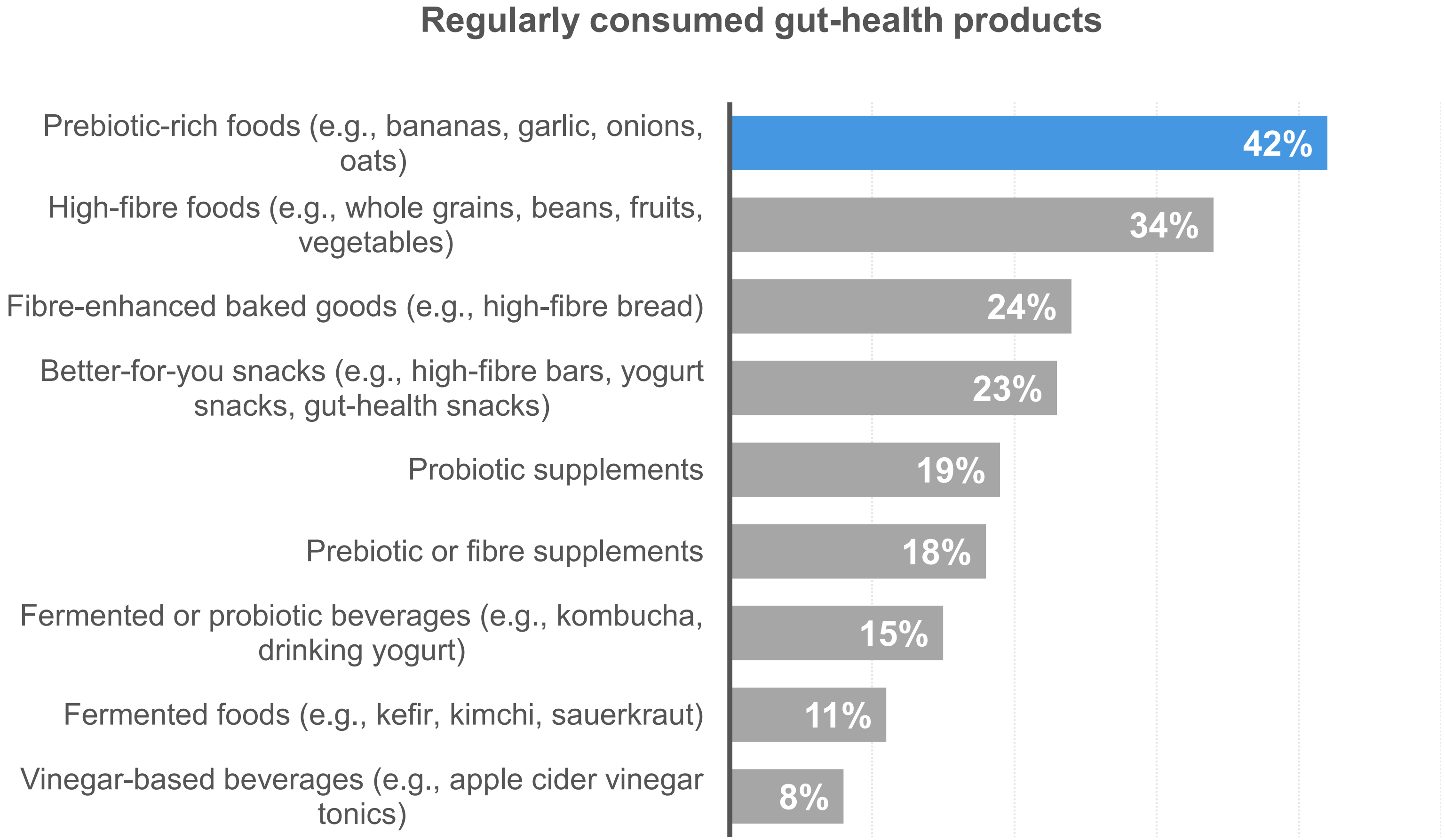
Food vs supplement effectiveness of improving gut health



Source: NielsenIQ Gut Health Survey on Omnishopper Panel
Q14. When it comes to improving gut health, which do you believe is more effective overall? | n=5533)

NIQ

Prebiotic and high-fibre foods lead as the top regularly consumed gut-health products



Source: NielsenIQ Gut Health Survey on Omnishopper Panel
Q13. Which of the following foods or supplements do you or your family consume regularly? | n=5164

Fibre and Digestive Health has not gained significant traction <u>yet</u> in Packaged Food & Bev Categories

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

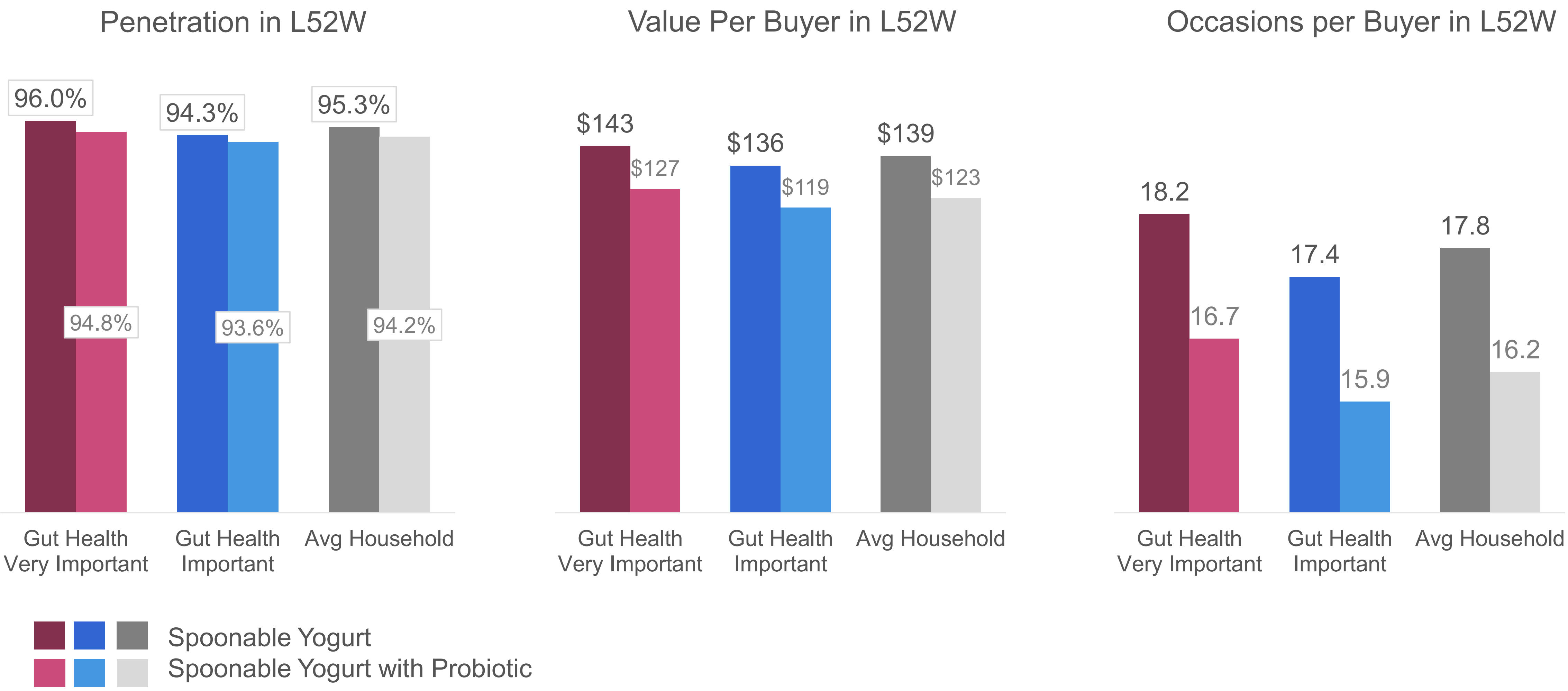
DIGESTIVE HEALTH STATED
HIGH SOURCE OF FIBRE STATED
HIGH SOURCE OF FIBRE QUALIFIED
SOURCE OF FIBRE QUALIFIED
CONTAINS PROBIOTIC STATED
SOURCE OF FIBRE STATED

CONTAINS PROBIOTIC QUALIFIED
CONTAINS PREBIOTIC QUALIFIED

CONTAINS PREBIOTIC STATED
VERY HIGH SOURCE OF FIBRE STATED

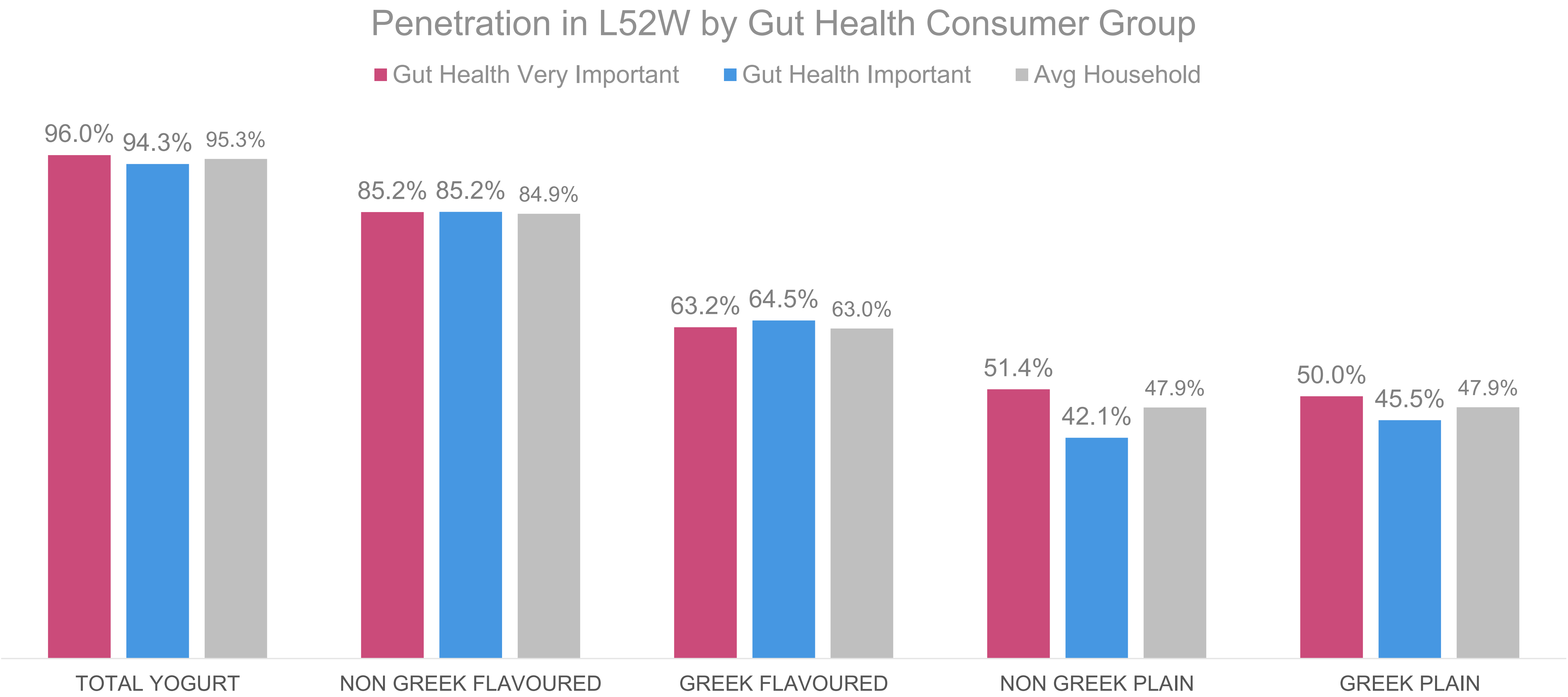
Source: NielsenIQ Product Insights Canada, Total Food & Bev Categories, L52 weeks W/E April 18th, 2026

Households who value Gut Health as Very Important are more likely to purchase Spoonable Yogurt, with Probiotic claim or not, compared to the Gut Health Important buyer group



Source: NielsenIQ, Omnishopper, Survey Market Summary, YOGURT - SPOONABLE – FRESH vs. YOGURT - SPOONABLE - FRESH - CONTAINS PROBIOTIC GRP, L52W PE March 21, 2026
NielsenIQ Gut Health Survey on Omnishopper Panel; Q4. How important do you believe gut health is to overall wellness?

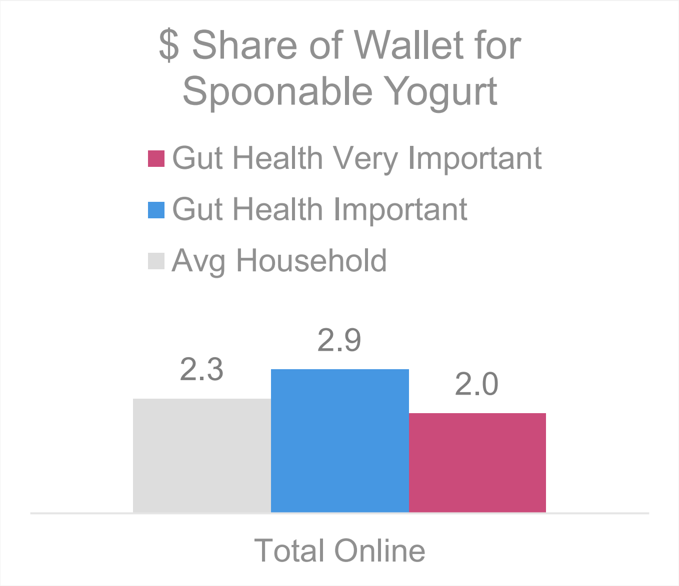
Households who value Gut Health as Very Important purchase multiple types of Spoonable Yogurt, and are more likely than others to purchase it Plain in both Greek and Non-Greek options

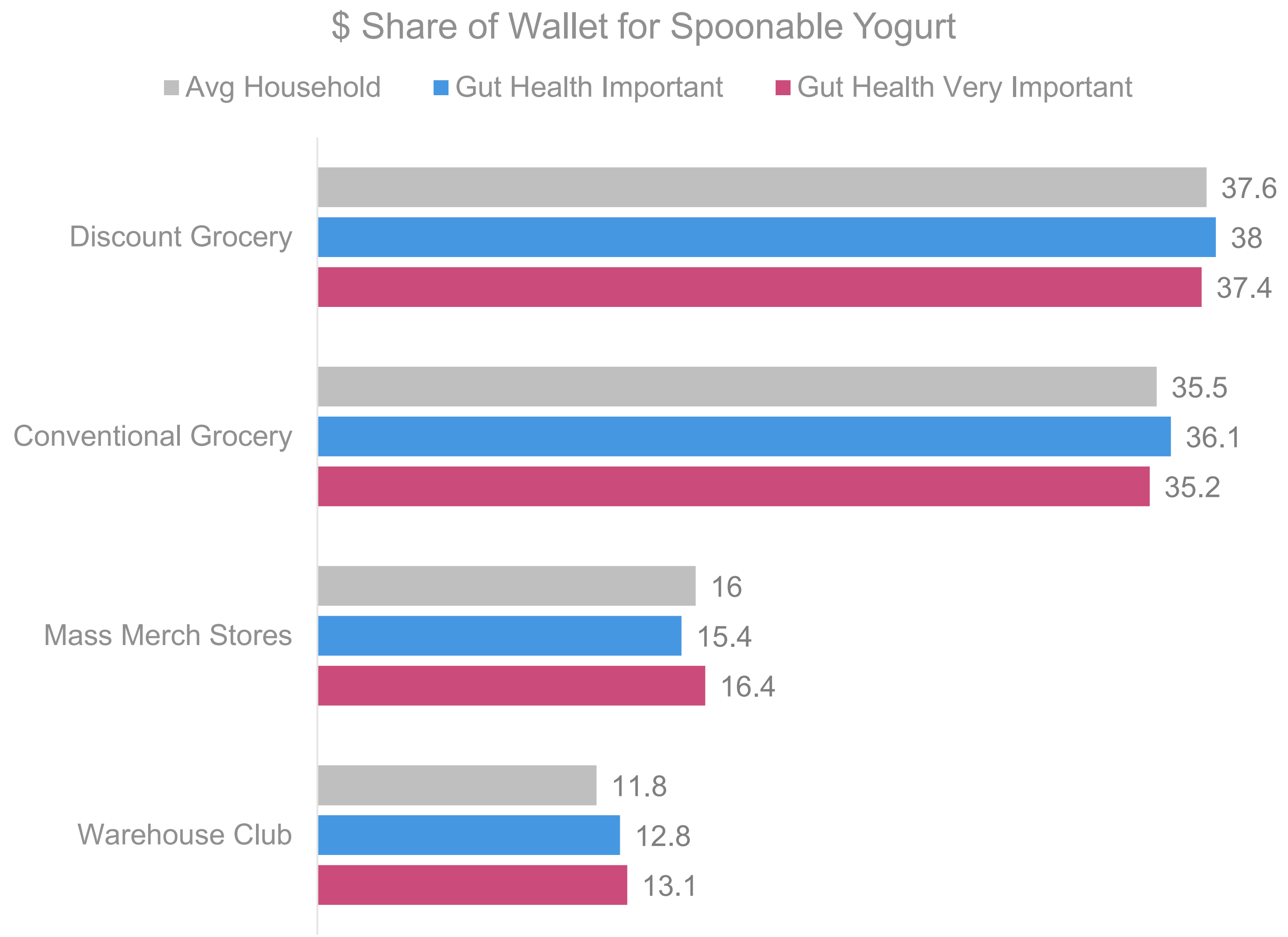


Source: NielsenIQ, Omnishopper, Survey Market Summary, YOGURT - SPOONABLE – FRESH, L52W PE March 21, 2026
NielsenIQ Gut Health Survey on Omnishopper Panel; Q4. How important do you believe gut health is to overall wellness?

Gut Health-Oriented Yogurt buyers concentrate spend in traditional retail

Reliance on Online shopping is minimal on Yogurt among Gut Health-prioritizing hhlds

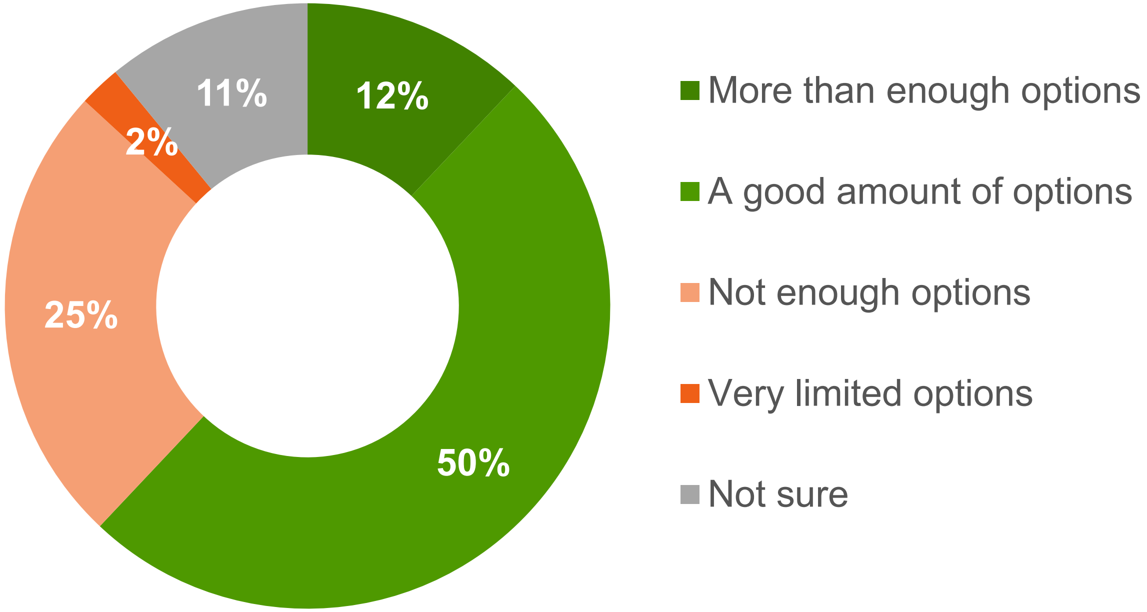




Source: NielsenIQ, Omnishopper, Survey Market Summary, YOGURT - SPOONABLE – FRESH, $ Share of Trade in Total Outlets, L52W PE March 21, 2026
NielsenIQ Gut Health Survey on Omnishopper Panel; Q4. How important do you believe gut health is to overall wellness?

~2/3 Canadians feel there are enough gut-health product options available in Canada today

Perceived gut-health product availability



Source: NielsenIQ Gut Health Survey on Omnishopper Panel
Q30,In your opinion, how many gut-health product options are available in Canada today? | n=6870

Gut Health Moves From Niche to Mainstream: Shared Implications for Growth

Manufacturer Implications

- Simplify gut health communication
  - Move from scientific language to benefit-led storytelling:
    - “Supports digestion”
    - “Helps keep your gut balanced”
    - “Naturally high in fiber”
- Fiber and prebiotics matter more than probiotics alone
  - Over-reliance on probiotic claims risks missing the larger demand for simple digestive support via fiber
- Food-based solutions are the primary growth engine
  - Consumers view food as the most effective way to support gut health, reinforcing opportunities in everyday categories rather than supplement-led propositions
- Trusted, science-based communication helps build credibility and engagement

Retailer Implications

- Retailers should treat gut health as a core wellness pillar
  - Build gut-health navigation within existing categories leveraging shelf tags or headers like “Gut-Friendly Picks” as a unifying lens across categories
- Traditional retailers remains core to the opportunity
  - Gut-health-prioritizing households concentrate yogurt spend in conventional and discount grocery, with limited reliance on online—reinforcing the importance of in-store execution.
- Assortment breadth feels sufficient, but navigation matters
  - Most shoppers feel there are “enough” gut-health options; differentiation will come from clarity, shelf organization, and ease of comparison rather than sheer expansion.

Gut Health & the Fibre Revolution in Canada

2026 NIQ Panel Syndicated Survey Report

What is it

Gut health has become a cornerstone of modern wellness, influencing everything from digestion and immunity to mood, energy, and long-term health. Our newest consumer research study, “Gut Health & the Fibre Revolution,” provides data-backed insights into consumer behavior, motivations, and market opportunities driving this movement.

For more information, contact your NIQ representative.

How it works

Omni Panel Survey conducted with ***~8,000 respondents***, key buyer groups are

- **Gut Health Prioritizers** *(Those who say gut health is very important)*
- **Gut Health Attentive** *(Those who say it’s important)*
- **Gut Health Unconcerned** *(Those who say it’s not important)*

Key benefits

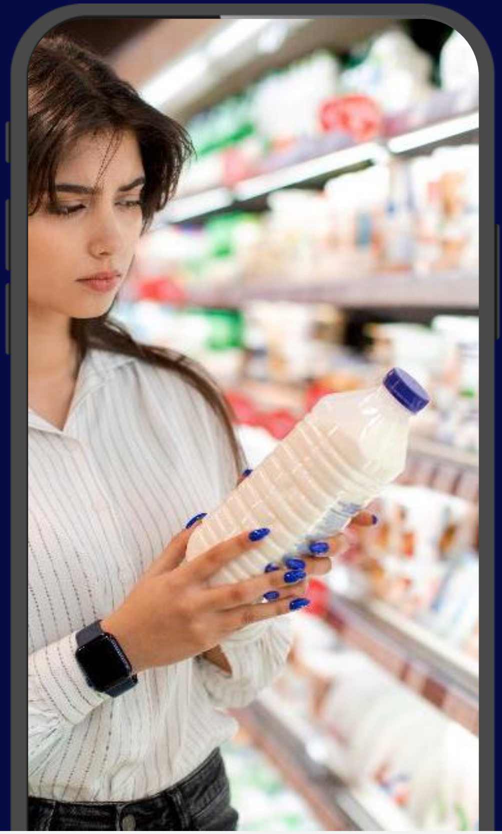
Deep, Actionable Consumer Insight: Understand how consumers think about gut health – including familiarity, perceived importance, and top association such as digestion, immunity, energy and weight management.

Holistic View of Motivators & Drivers and Barriers to Adoption: Identify the core motivations pushing consumers toward gut-health and fibre-forward products. Pinpoint pain points of adoption.

Product Perception & Trust: Learn how consumers perceive the effectiveness of foods vs. Supplements, their trust in gut-health claims and their assessment of whether current market offerings meet their needs.

Innovation Opportunities: Surface high-interest innovation areas such as high-fibre snacks, functional/fermented beverages, enhanced yogurts, etc.

Unlock the Fastest-Growing Wellness Opportunity of 2026



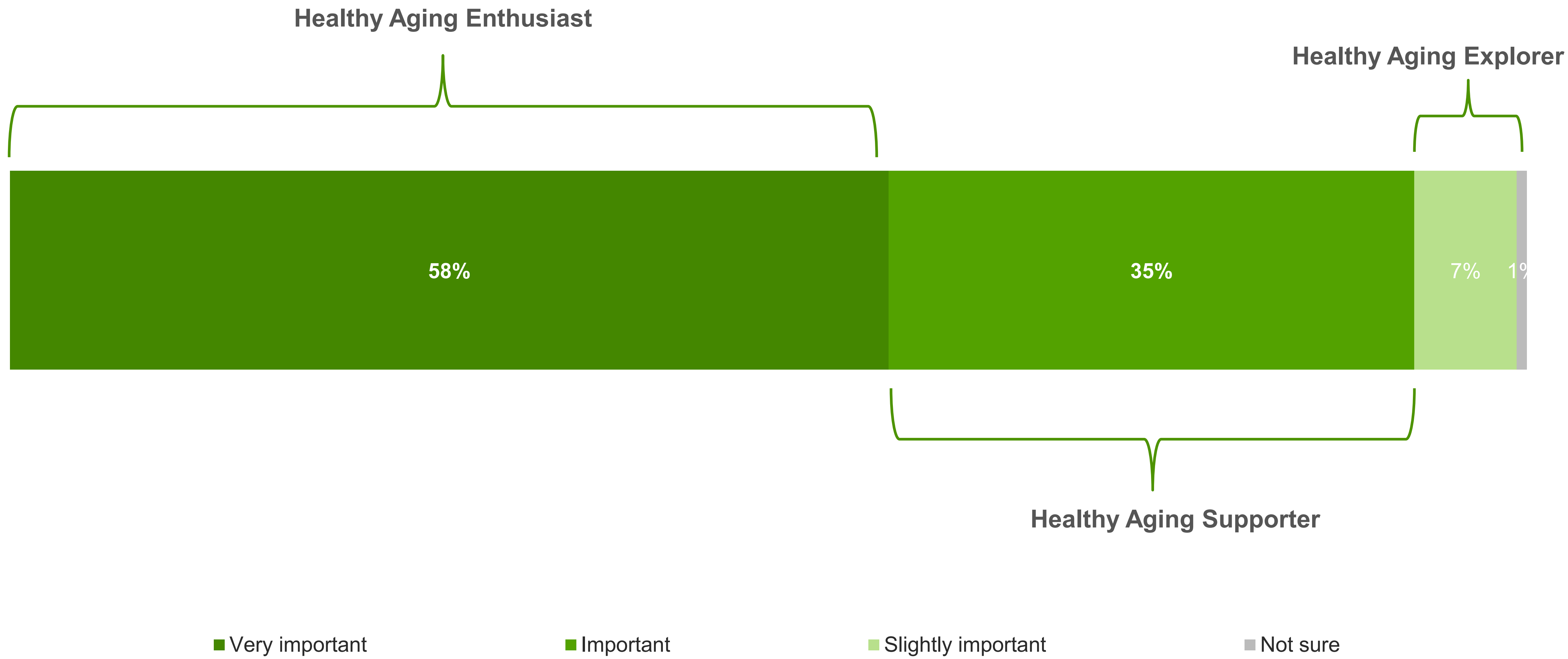
Healthy Aging

Aging Well Today

Awareness of healthy aging and longevity is rising—fueled by media narratives, healthcare guidance, and a growing marketplace of consumer health innovations. As a result, Canadians are thinking about aging well earlier and more intentionally than in the past.

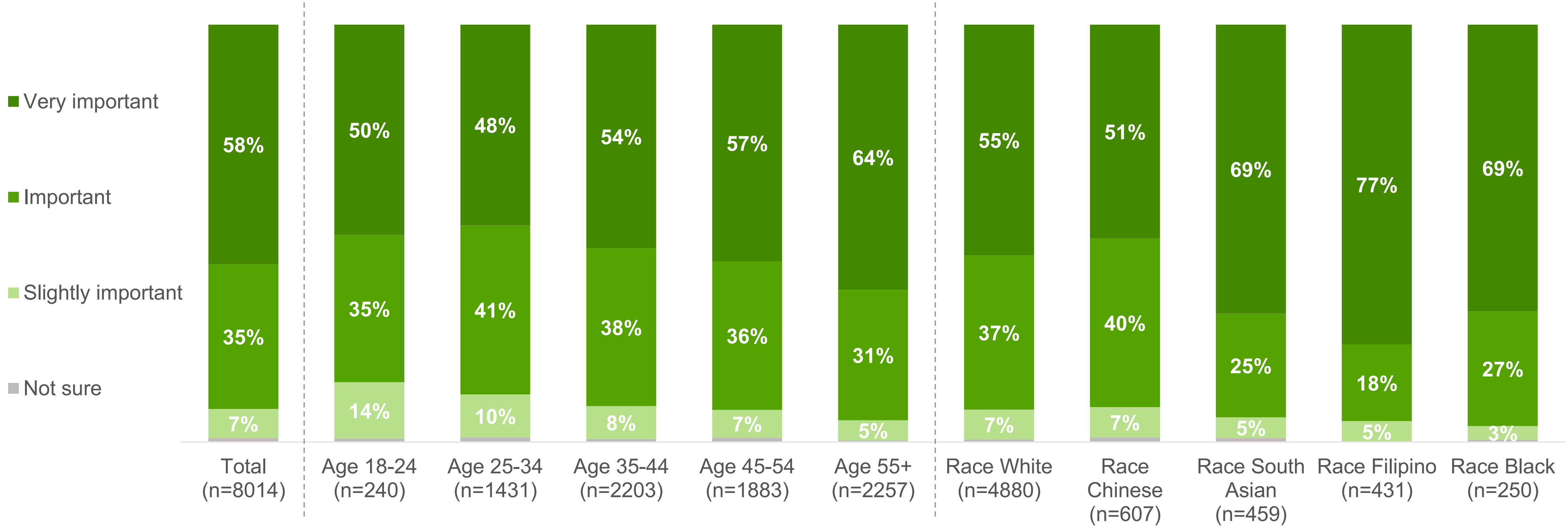
This shift toward preventive health mindsets is reshaping how people approach choices related to wellness, independence, and long-term quality of life. Yet intentions, behaviors, and confidence vary widely.

Healthy aging is regarded as a top priority across Canada



Healthy aging is viewed as critically important among those aged 55+ and within South Asian, Filipino, and Black communities

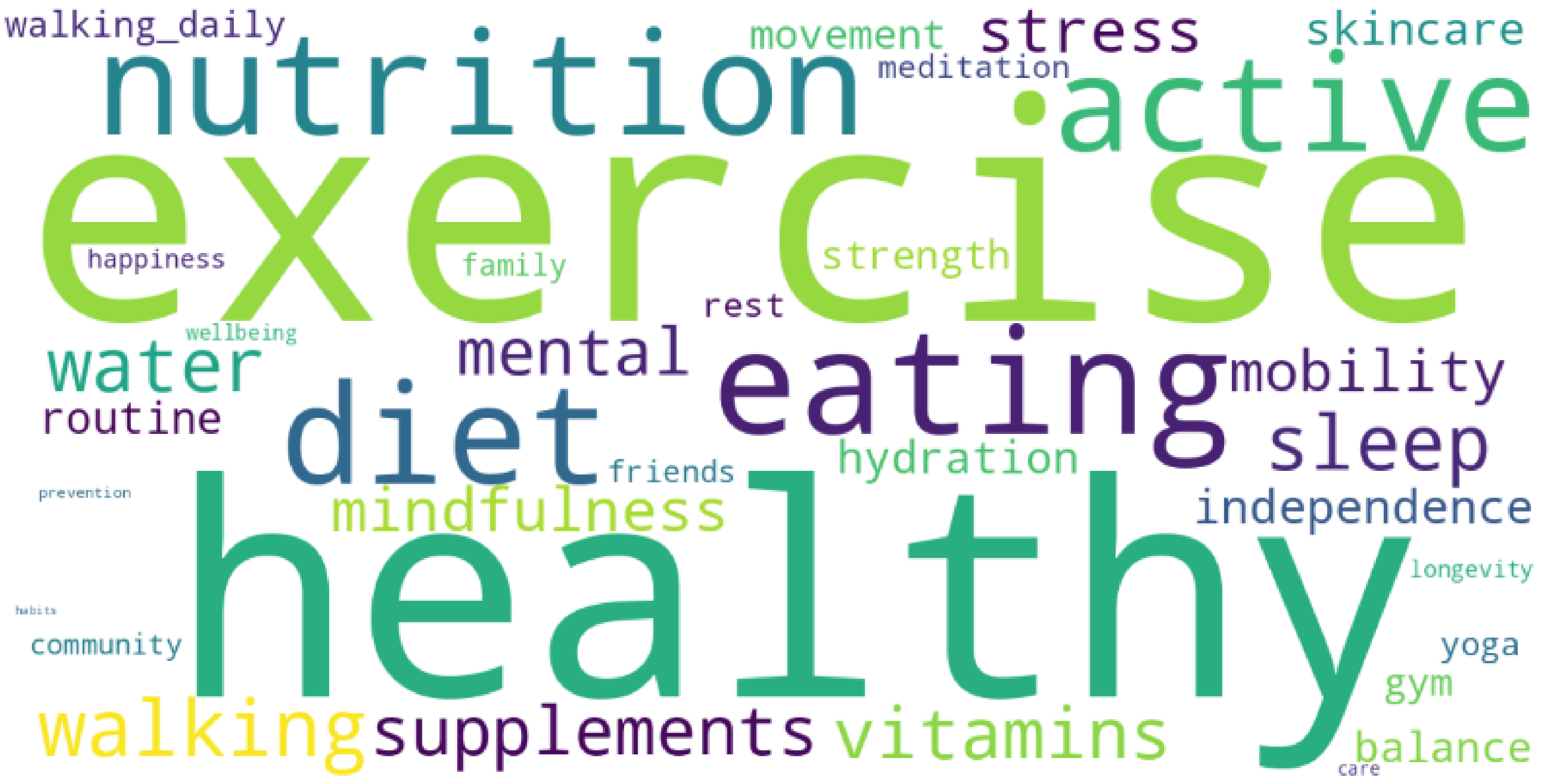
Importance of Healthy Aging



Source: NielsenIQ Healthy Aging & Longevity Lifestyles Survey on Omnishopper Panel
Q3. How important is healthy aging to you personally?? | n=8014

Most Canadians believe they are aging well by staying active, eating nutritious foods, and getting adequate rest

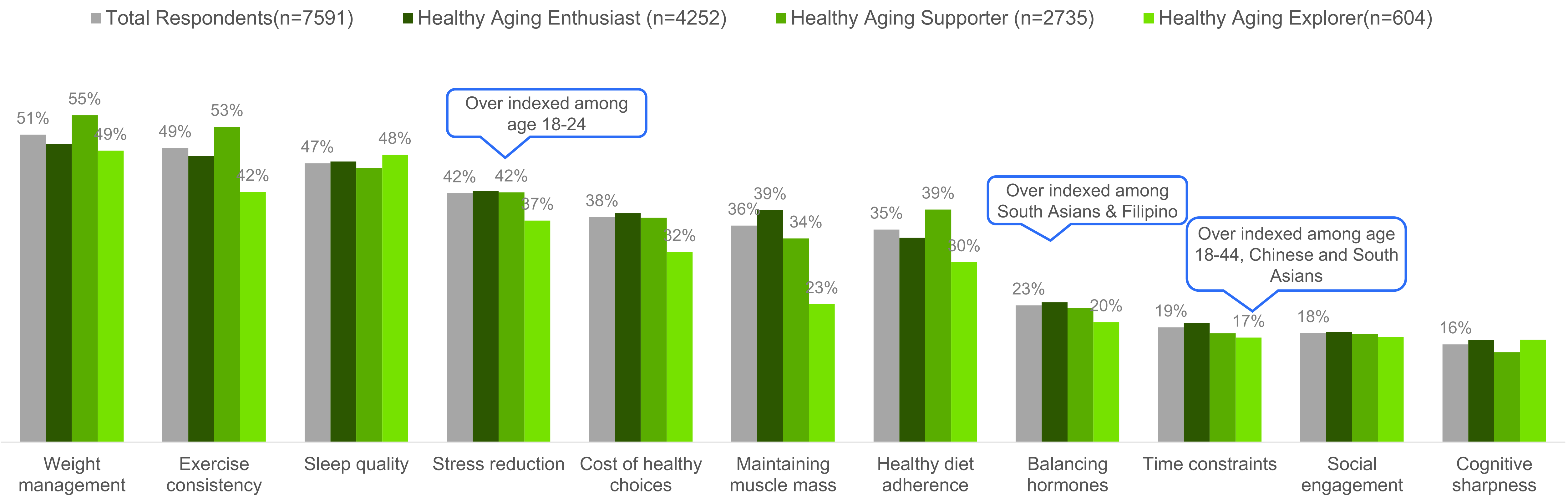
How People Approach Aging Well
(Open-ended Verbatim Summary)



Source: NielsenIQ Healthy Aging & Longevity Lifestyles Survey on Omnishopper Panel
Q2. How do you currently approach aging well? Please describe any habits, beliefs, or routines you consider part of maintaining long term health? (Open-end) | n= 8014

Most Canadians want to improve weight management, exercise consistency, and sleep, but struggle to do so

Healthy Aging Challenges

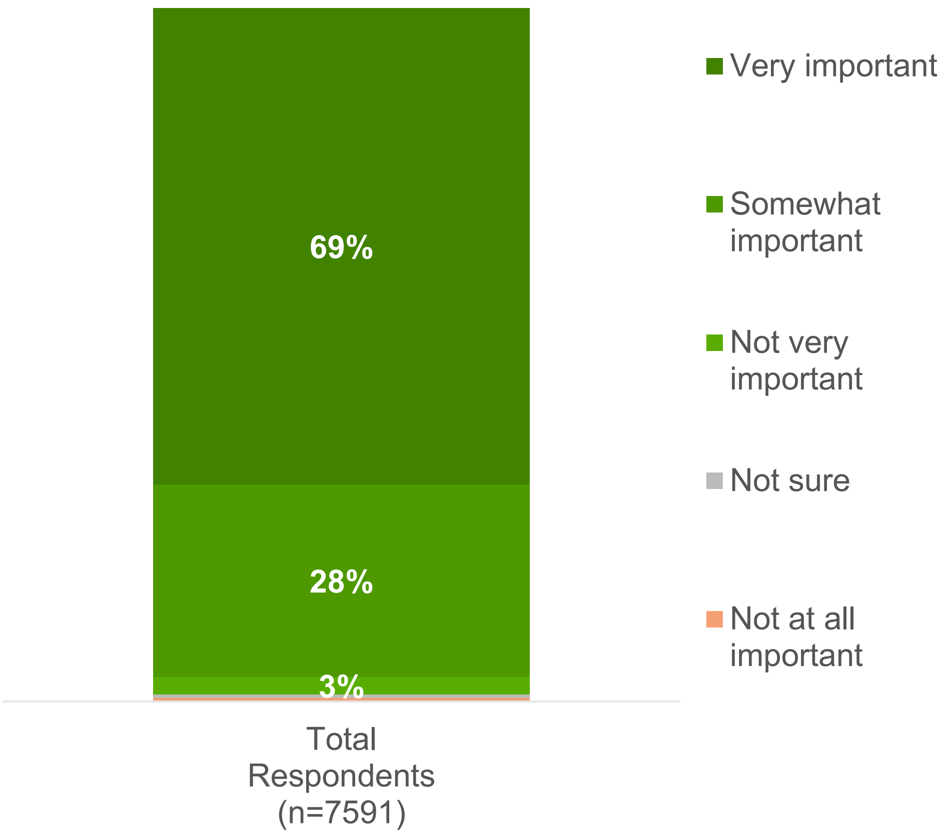


Source: NielsenIQ Healthy Aging & Longevity Lifestyles Survey on Omnishopper Panel
Q9. Which areas of healthy aging would you like to improve but find challenging? (Select all that apply) | n= 7591

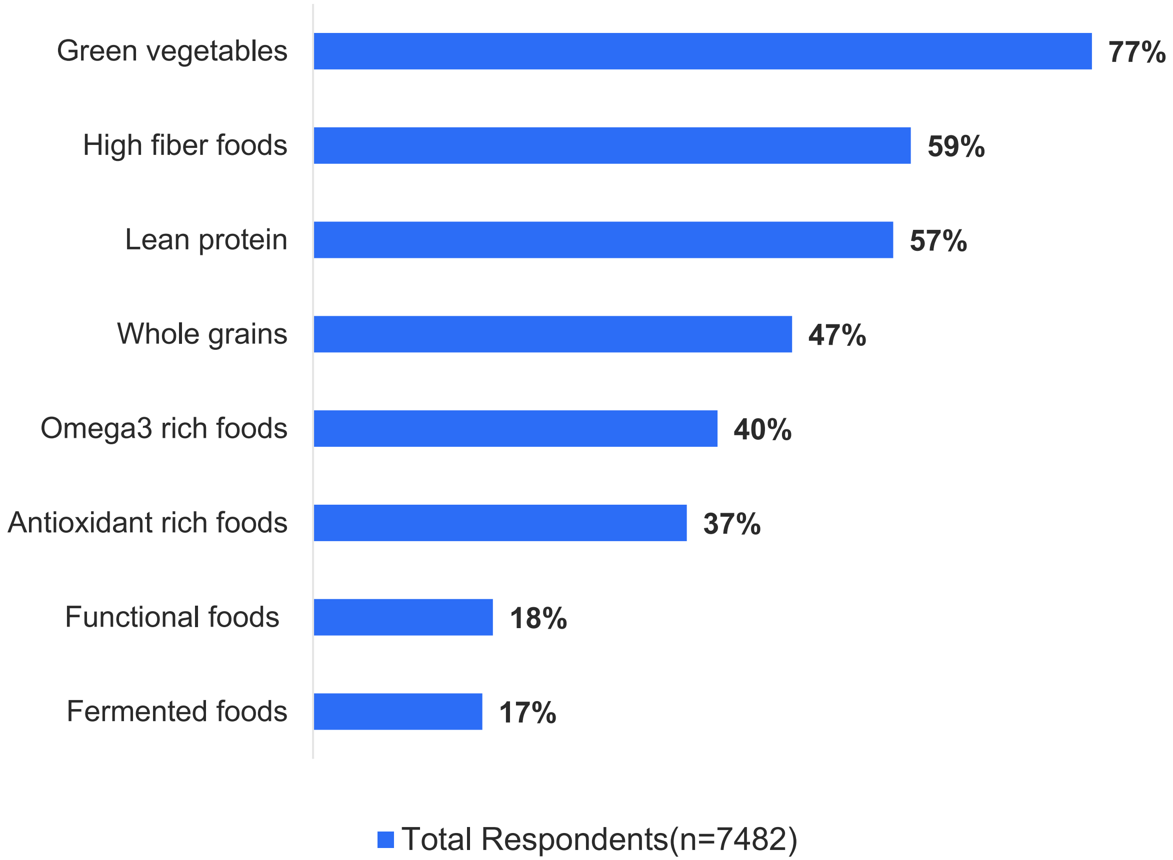
96% of Canadians believe nutrition plays a key role in long-term healthy aging

Most people regularly consume green vegetables, high-fiber foods, and lean proteins to support long-term health

Importance of Nutrition for Healthy Aging

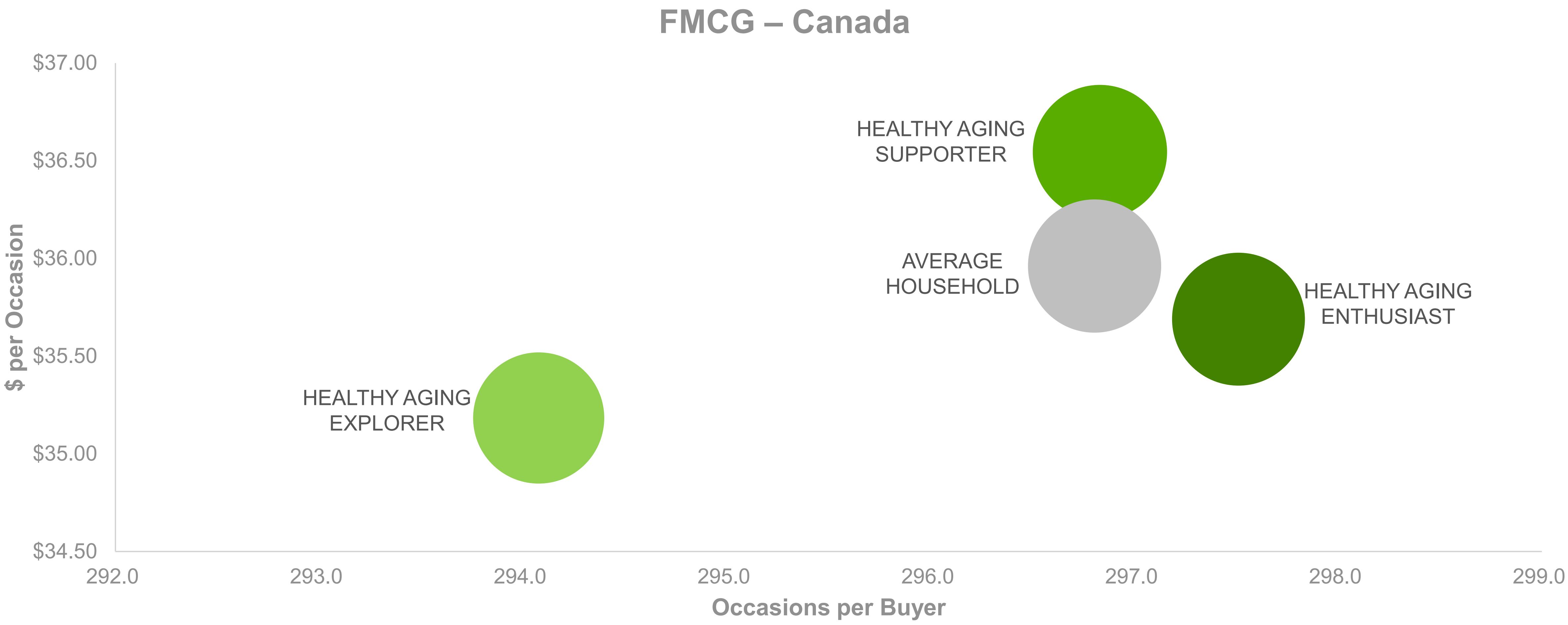


Foods Consumed for Long-Term Health



Source: NielsenIQ Healthy Aging & Longevity Lifestyles Survey on Omnishopper Panel
Q11. How important is nutrition in supporting long-term healthy aging? | n=7591
Q12. Which types of foods do you try to consume regularly for long-term health? (Select all that apply) | n=7482

Healthy Aging Supporters spend 2% more on FMCG per shopping trip

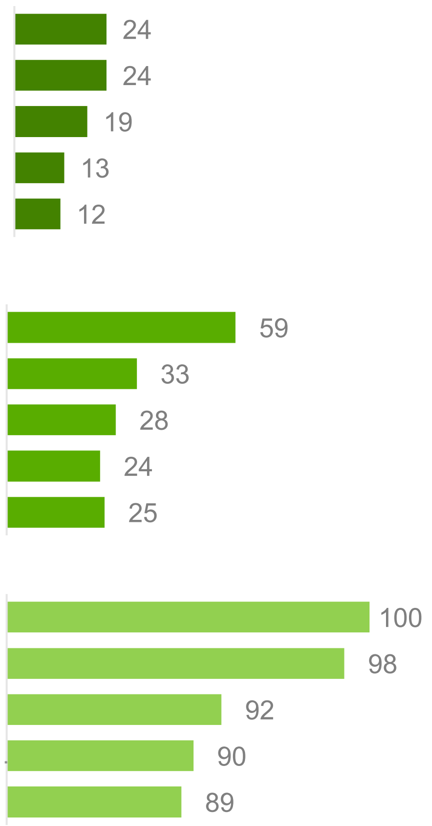


Source: NielsenIQ, Omnishopper, Survey Market Summary, FMCG , L52W PE March 21, 2026

Healthy aging buyer groups show distinct category value trade-offs

Enthusiasts and Supporters over index on “better-for-you” essentials, while Explorers skew toward indulgence and convenience categories

Top Over Indexed $ Share categories with the highest Penetration



Category	Penetration	$ Share Index	Buyer Index	$ per Buyer
ENTHUSIAST				
OILS EDIBLE - FRUIT/PULP BASED	24	120	111	$39
MILK SUBSTITUTES - FLAVOURED DRINKS - FRESH	24	121	108	$29
FRUIT/NUTS - SHELF STABLE - VARIABLE WEIGHT	19	119	109	$32
EGGS - OMELETTES/SCRAMBLED - FRESH	13	129	107	$31
SUGAR SUBSTITUTES - MULTI PORTION	12	127	111	$26
SUPPORTER				
ENERGY DRINKS - STIMULANTS - READY TO DRINK	59	123	102	$101
SPECIALIST CLEANSING - HAND SANITIZERS	33	119	104	$16
PAPER BAKING/COOKING CUPS - DISPOSABLE	28	125	107	$9
VEGETABLES - FRESH - FIXED WEIGHT - MIXED	24	136	109	$26
PET FEEDING ACCESSORIES	25	121	113	$40
EXPLORER				
COOKIES - SHELF STABLE	100	119	102	$128
SUGAR/CANDY (EXCL GUM)	98	120	101	$131
FLAVOURED DRINKS - CARBONATED - COLA	92	133	104	$148
MEAT PRODUCTS - SAUSAGES - COOKED -…	90	121	103	$93
FLAVOURED DRINKS - CARBONATED - NON COLA	89	131	101	$82

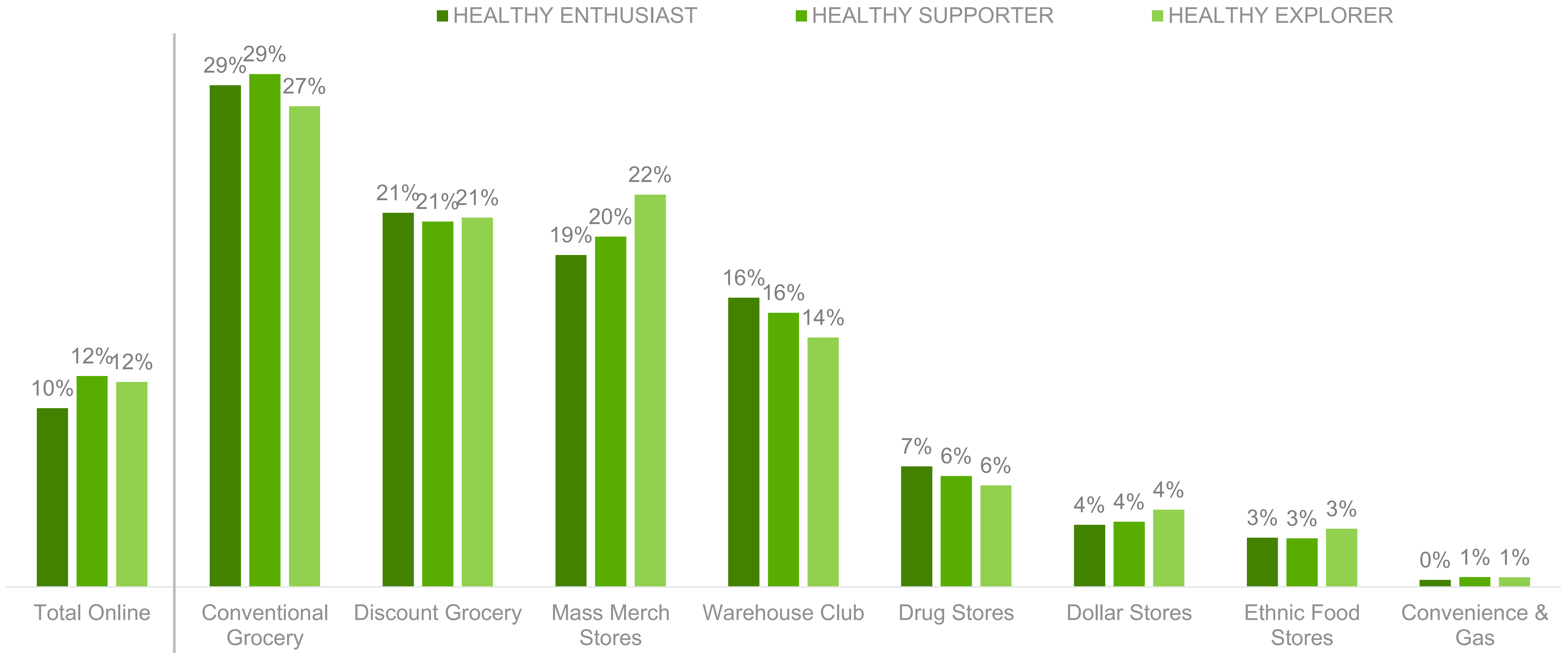
Source: NielsenIQ, Omnishopper, Survey Market Summary, L52W PE March 21, 2026

NIQ

Healthy aging households shop broadly, with subtle channel preferences

Health Explorer shoppers lean more toward Mass and Dollar channels, while Enthusiasts and Supporters remain anchored in conventional grocery and warehouse clubs

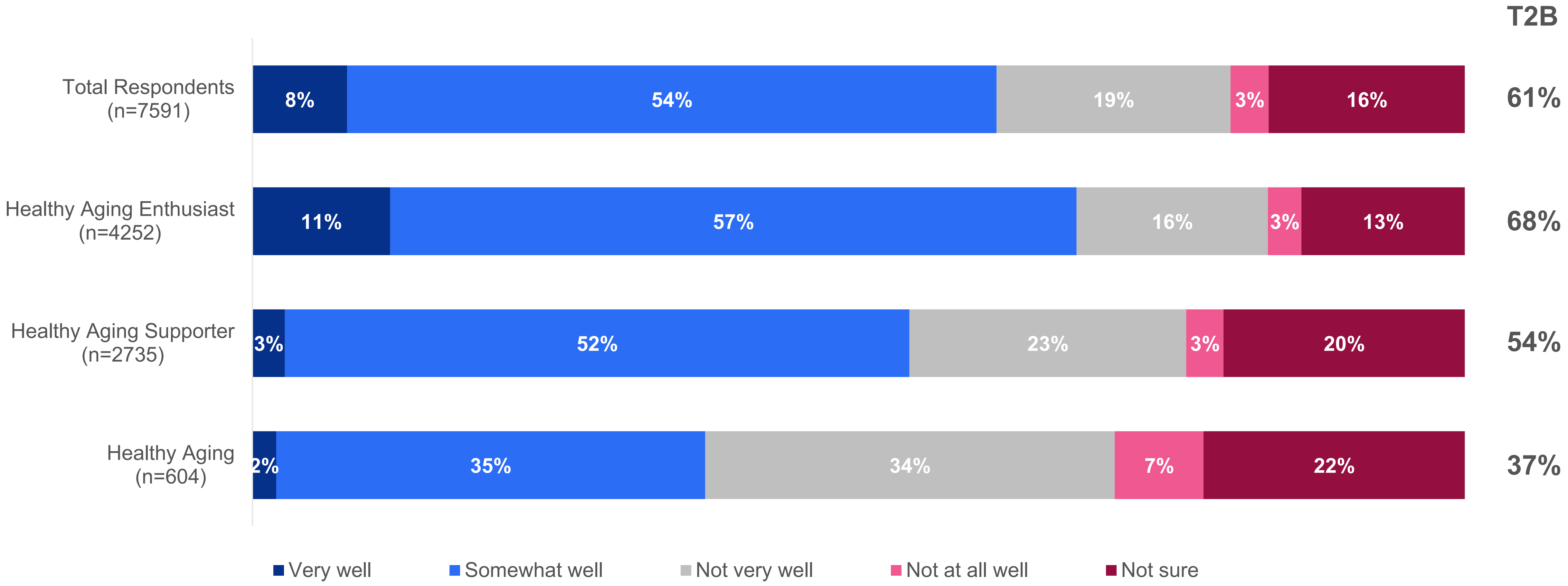
$ Share of Trade



Source: NielsenIQ, Omnishopper, Survey Market Summary, FMCG , L52W PE March 21, 2026

Around 60% believe current products meet their healthy aging needs adequately

How Well Current Products Meet Needs



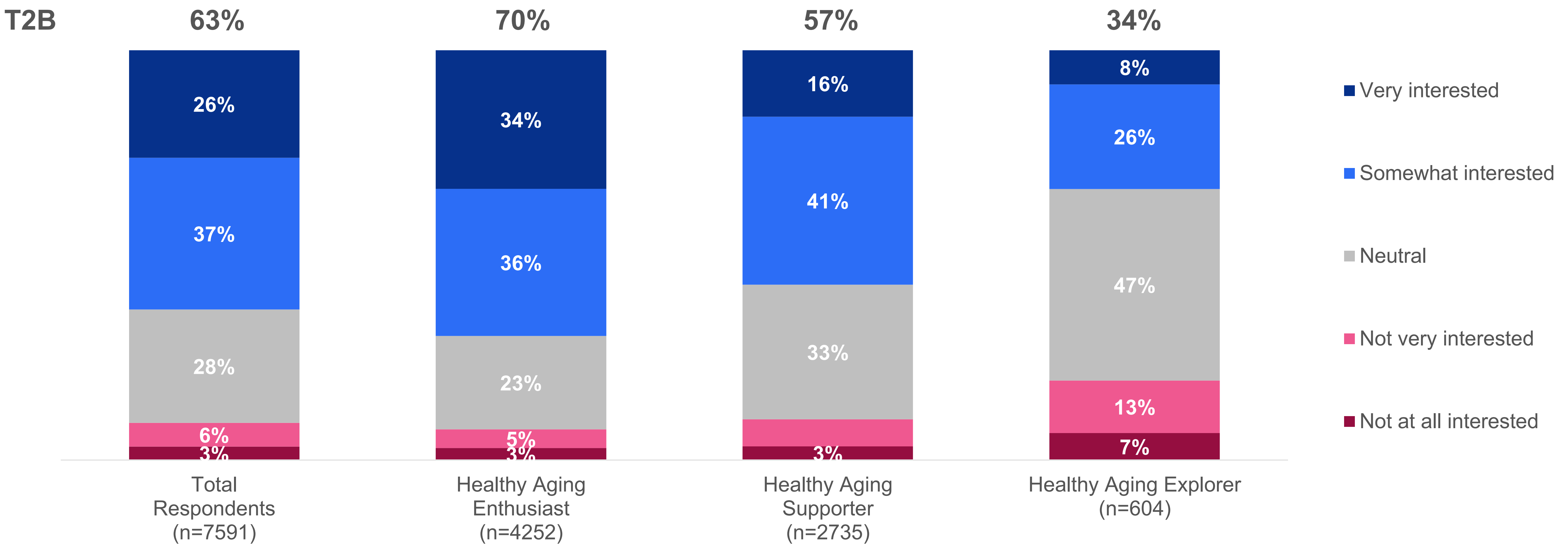
* Small sample size (n<100)

Source: NielsenIQ Healthy Aging & Longevity Lifestyles Survey on Omnishopper Panel
Q22. How well do current products in the market meet your healthy aging needs? | n= 7591

More than half of Canadians are open to trying new healthy aging or longevity products not yet widely available in Canada

Canadians show the strongest interest in gender-specific products, sleep support solutions, and joint/mobility supplements

Interest in New Healthy Aging Products



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

Source: NielsenIQ Healthy Aging & Longevity Lifestyles Survey on Omnishopper Panel
Q24. How interested are you in trying new healthy aging or longevity products not yet widely available in Canada? | n= 7591

Healthy aging is becoming a daily mindset — unlocking growth for Manufacturers and Retailers

Manufacturer Implications

- Reframe Healthy Aging as Daily Support
  - Shift from “aging well later” to “feeling strong, energized, and capable today”
  - Use benefit-led language tied to everyday life (energy, strength, digestion, sleep)
- Make Affordability Part of the Value Story
  - Cost is a top barrier—even among motivated consumers
- Innovation should be targeted and purposeful, not platform-wide as interest in innovation is specific
  - Strongest interest areas:
    - Sleep support
    - Mobility/joint health
    - Cognitive support
    - Gender-specific needs

Retailer Implications

- Reposition healthy aging as “Everyday Prevention”
  - Use inclusive messaging across departments like “Support your body today – for tomorrow”
  - Frame healthy aging around:
    - Energy
    - Mobility
    - Strength
    - Sleep
    - Cognitive Sharpness
- Help shoppers overcome cost & consistency barriers
  - Private Label focusing on fibre, protein, whole foods
  - Use multi-buys or meal solution bundles to make healthy choices feel economical and easy for busy households

Healthy Aging & Longevity Lifestyles

2026 NIQ Panel Syndicated Survey Report

What is it

Healthy aging is no longer just about living longer—it's about living better, with strong physical capability, emotional stability, cognitive resilience, and metabolic vitality. The convergence of AI-powered health tools, functional nutrition, and longevity medicine is reshaping consumer expectations at record speed. Our new study reveals what consumers truly want—and what they are willing to pay for—as aging becomes an everyday lifestyle priority.

For more information, contact your NIQ representative.

How it works

Omni Panel Survey conducted with ***~8,000 respondents***, key buyer groups are

- Proactive Prevention Orientation
- Tech & Data Trust
- Food-as-Medicine Belief
- Cost Sensitivity & Simplicity
- Skeptical Minimalists

Key benefits

Attitudes Toward Healthy Aging & Longevity:

- How consumers think about healthy aging
- What "aging well" means to them (mobility, cognition, independence, emotional well-being, etc.)
- How priorities differ across demographics and lifestyles

Perceptions of Behaviors That Support Aging Well:

- How important consumers believe certain behaviors are (sleep, stress, strength training, nutrition)
- Attitudes toward habit-building for long-term health

Views on Nutrition & Functional Eating for Longevity:

- Beliefs about food-as-medicine for long-term health
- Attitudes toward functional foods, supplements, and nutrient-density
- Perceived credibility or importance of nutrition in aging well

Comfort with Technology, Data, and Health Tracking

Unlock the Fastest-Growing Wellness Opportunity of 2026

Activate growth across Canada’s key wellness shifts

How NIQ can help you act now:

Front of Pack: Turn compliance into a competitive advantage

- Quantify sales and trip impact of FOP labels by category and brand
- Identify reformulation and renovation opportunities without compromising taste
- Optimize assortment, pricing and shelf decisions as shopper behaviours evolve

Gut Health: Win where wellness goes mainstream

- Understand what gut health means to Canadians
- Clarify on-pack, in-store and digital messaging that builds trust and drives conversion

Health Aging: Capture the everyday prevention opportunity

- Understand who values health aging today and how they shop differently
- Align innovation with high-interest needs

NIQ product & sources

- Discover – Retail Measurement Services (RMS)
- Discover – Omnishopper
- NIQ Panel Syndicated Surveys + Omnishopper
  - Front-of-Package (FOP) Nutrition Symbol
  - Gut Health & the Fiber Revolution in Canada
  - Healthy Aging & Longevity Lifestyles
- NIQ Product Insights (NPI)
- Bases Innovation
- Pricing & Promotion
- Shelf Architect - Assortment

NielsenIQ