Eating healthily is a priority for many, although with food inflation being a particular challenge, linking health to value matters.
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Eating healthily matters to Canadians, but what it means to eat healthily can differ by the person. At its core, Canadians look to eat healthily to support their general wellbeing. Health is not only about eating well, but it also involves being active, getting sufficient rest and being mindful of one's emotional and mental state. This extends beyond getting the needed nutrients but relates to supporting Canadians' holistic health needs.

One's age or stage of life impacts what is more relevant to them. Broadly speaking, younger adults are more interested in boosting their performance whereas older adults tend to be more focused on managing health conditions. This has profound implications given Canada's aging population and reinforces that there is no single path to eating healthily. In this regard, diverse ways to support wellness open an array of opportunities.

Canada's consumer base has been stretched by the inordinately rapid rise in food prices over the past year and a half. From consumers' point-of-view, this has made it more difficult for...
many to follow a healthy diet. Healthy foods are only beneficial if they are accessible. Grocers can leverage their inherent connection with shoppers to support healthy eating habits.
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- Make it easier for consumers to eat healthier with everyday foods...
- ...across a range of categories
- Make the most out of snack time
- For kids, healthy foods also need to be fun to get them to eat well
- The brain is the body’s central organ and it needs to be fueled

Opportunities
- Technology empowers individuals to take control of their wellbeing
- Generative AI can impact engagement in different ways
• Genetic modification has the potential to make the foods we eat healthier
• A healthier planet can support a healthier diet
• It’s important to leave room for indulgence
• Retailers can make eating healthily easier for shoppers
• Brands’ reputations can benefit from making healthy eating more accessible
• Helping those less fortunate eat better can engender goodwill
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