

Key Food Trends on Value-Added Food and Beverage Products

Fredericton, May 10th, 2024



Inflation

2024 Food Price Forecasts

Food Categories	Anticipated Changes %
Bakery	5% to 7%
Dairy	1% to 3%
Fruit	1% to 3%
Meat	5% to 7%
Other	2% to 4%
Restaurants	3% to 5%
Seafood	3% to 5%
Vegetables	5% to 7%
Total Increase in Food Prices	2.5% to 4.5%



**CANADA'S
FOOD PRICE
REPORT**

14TH EDITION
2024

RELEASE DATE:
DECEMBER 7, 2023



PERCEPTION

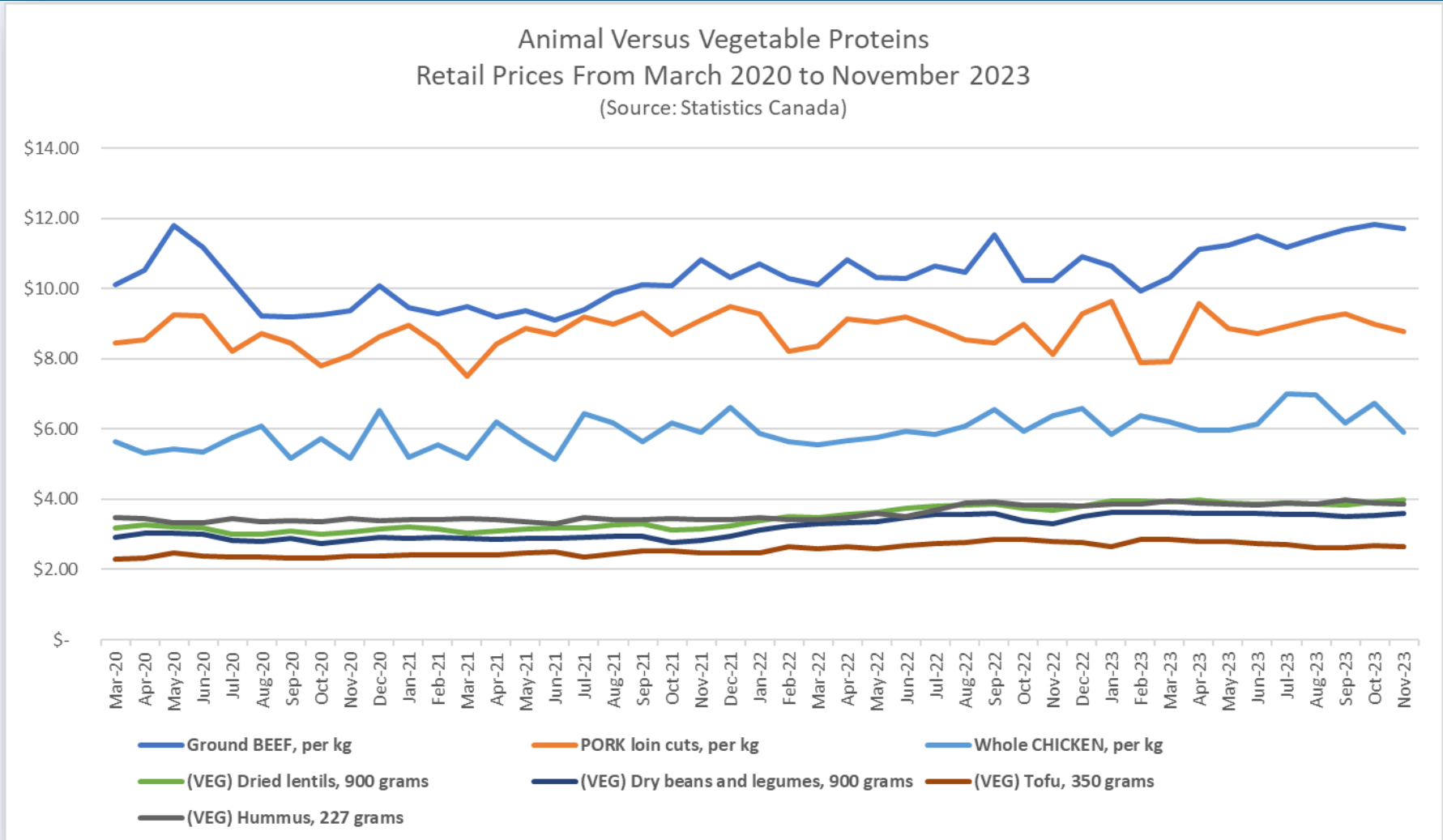
78%



REALITY

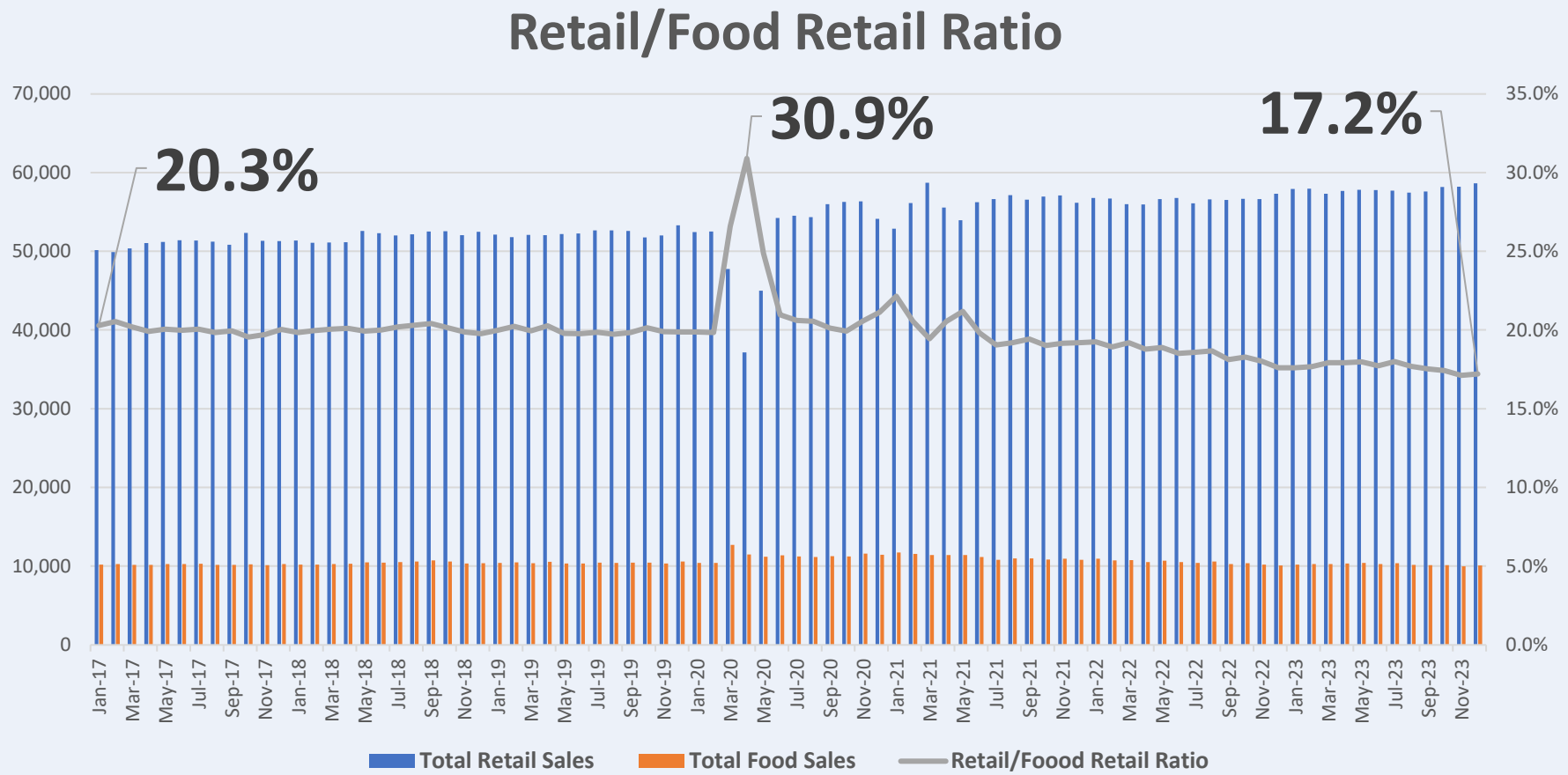
23%

The Real Enemy is Price Volatility: Example



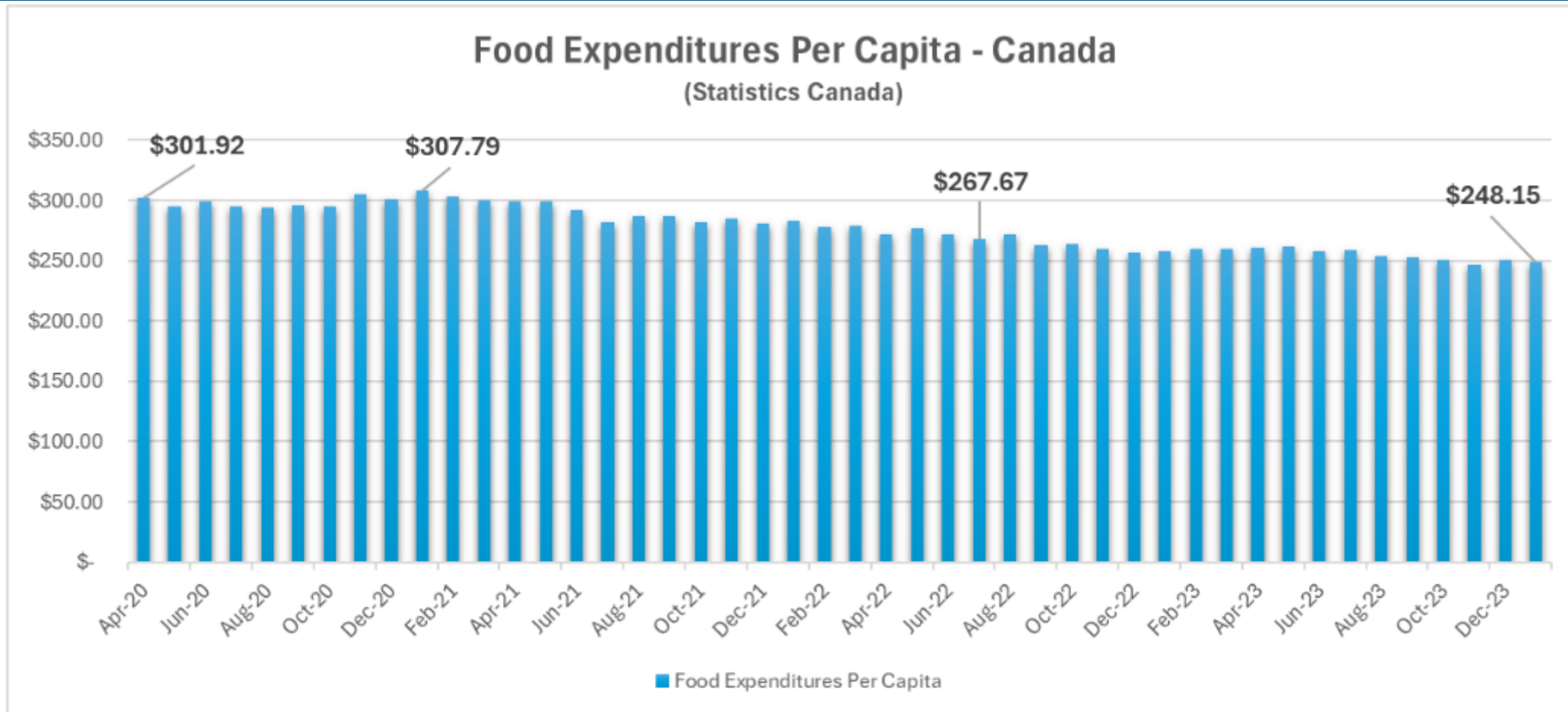
Source: Agri-Food Analytics Lab, February 2024.

Food Retail Sales/Retail Sales Ratio



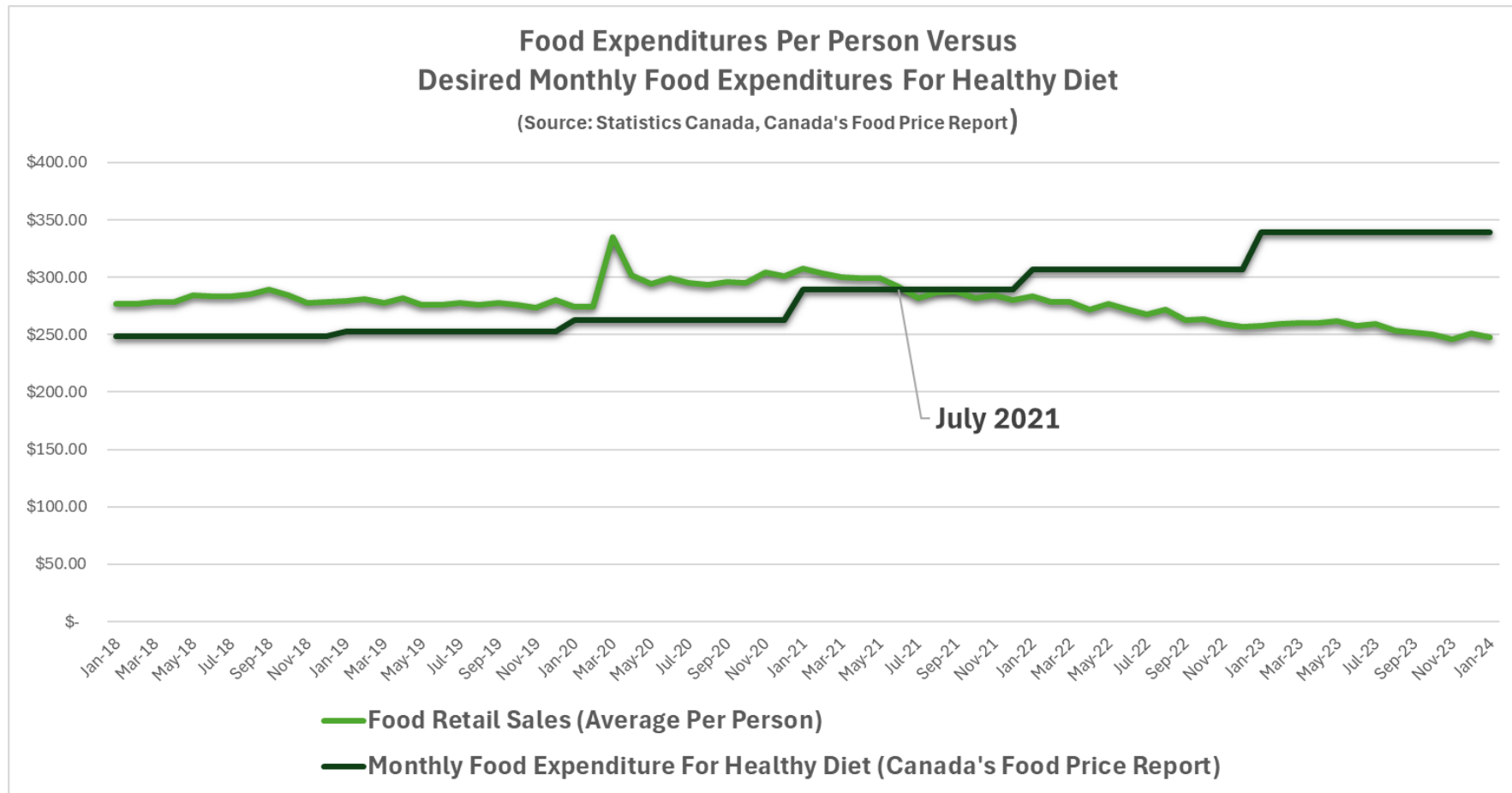
Source: Agri-Food Analytics Lab, March 2024

Food Expenditure Trend (monthly/per capita)

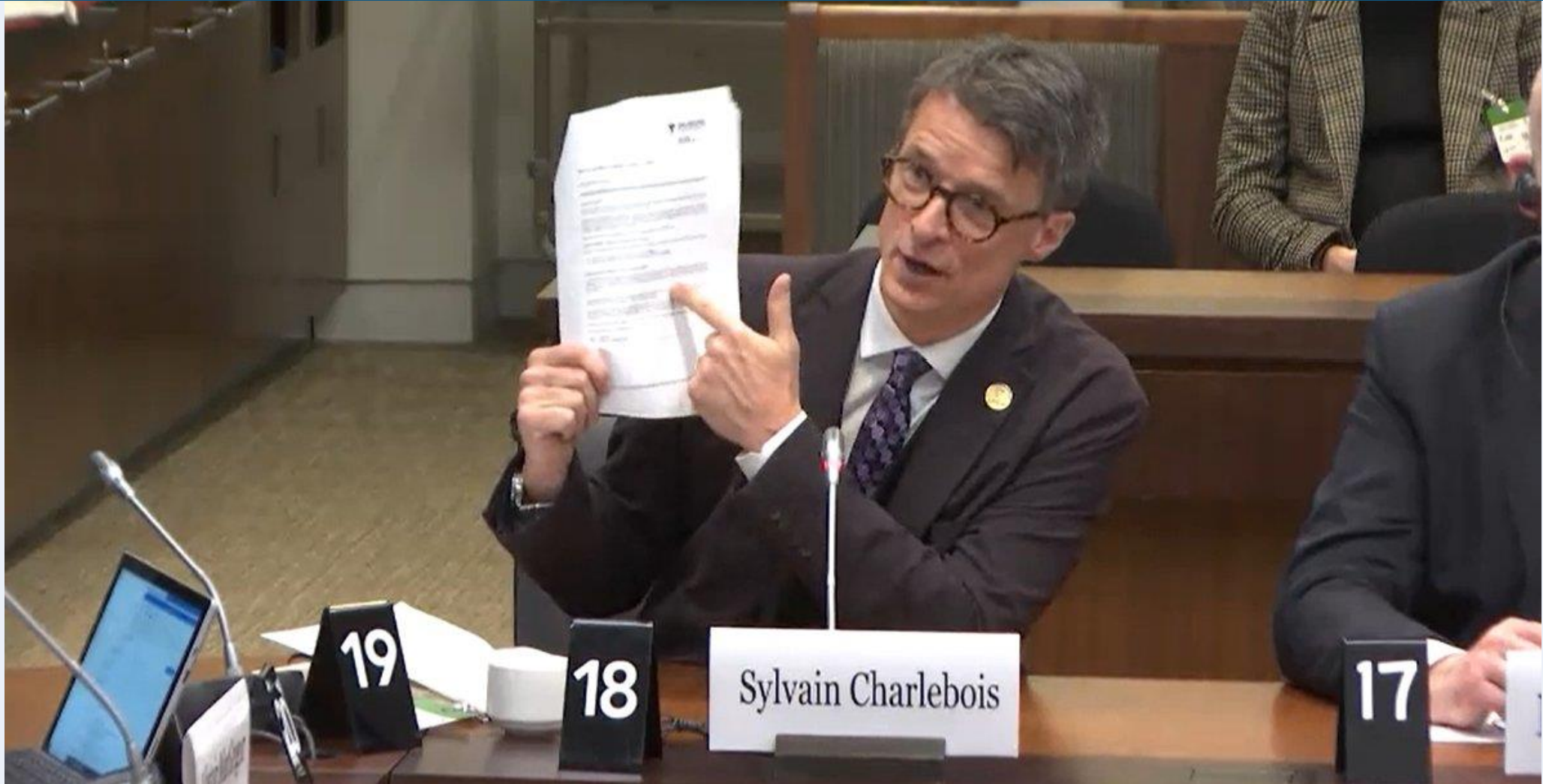


Source: Agri-Food Analytics Lab, March 2024

Healthy Diets?



Code of Conduct



February
2024.

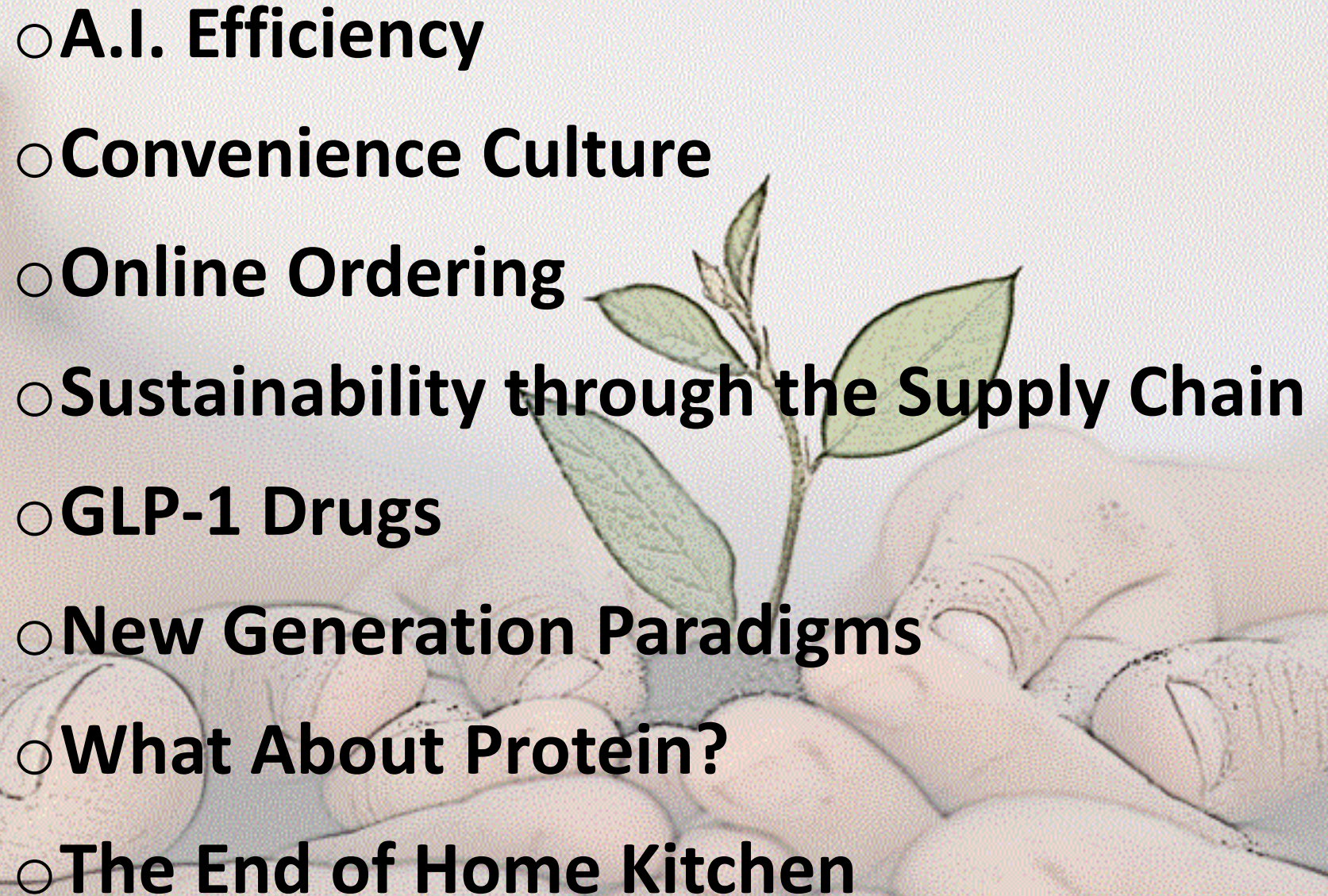
Shrinkflation

Product	Before	Now (2023/24)	% Change
PC Granola Cereals	600g	400g	- 33.3%
Old El Paso Fajita Seasonings	35g	24g	- 31.4%
Flamingo Chicken Wings	800g	550g	- 31.3%
Ritz Originals	250g	180g	- 28%
Great Value Bacon	500g	375g	- 25%
Maroc Clementines	2,3 kg	1,8 kg	- 21.7%
Cavendish Fries	1000g	800g	- 20%

Skimpflation



Other Food Trends: From farm to Table

- **A.I. Efficiency**
 - **Convenience Culture**
 - **Online Ordering**
 - **Sustainability through the Supply Chain**
 - **GLP-1 Drugs**
 - **New Generation Paradigms**
 - **What About Protein?**
 - **The End of Home Kitchen**
- 
- A background image showing a hand holding a small green plant seedling with several leaves, positioned over a pile of coins. The scene is set against a light, textured background.

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Dr. Sylvain Charlebois
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Thank you!

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