

December 2020

Beer, Craft Beer & Cider: Incl Impact of COVID-19 - Canada

“COVID-19 has dramatically changed Canadians’ drinking habits in the short term, though the same dynamics that had been evolving prior to the pandemic will likely remain in the years to come. When Canadians drink alcohol they are most likely to reach for beer. That said, on a per-capita basis, Canadians ...

October 2020

Emerging Flavours and Ingredients: Incl Impact of COVID-19 - Canada

“Canadians’ demands of flavours and ingredients are complex. While many show a clear openness to trying new options, there’s also a strong pull to familiarity that can also bring comfort. There is an opportunity for companies to expose Canadians to flavours and ingredients less commonly considered to offer variety, but ...

September 2020

Coffee and Tea: Incl Impact of COVID-19 - Canada

“The COVID-19 pandemic brought a pervasive feeling of fear and anxiety for many. As Canadians were asked to shelter in place, many sought comfort in what they know, including coffee and tea. During the early days of the pandemic, coffee sales at retail increased amid the closure of many coffee ...

August 2020

Dining Out: Incl Impact of COVID-19 - Canada

“Two seemingly hyperbolic statements illustrate the current state of dining out: foodservice has arguably been the hardest-hit consumer industry by COVID-19 and 2020 so far has inarguably been the most challenging time in restaurant history.

July 2020

Ice Cream and Frozen Treats: Incl Impact of COVID-19 - Canada

"Regardless of the innovation in ice cream, the category's success rests on a timeless and fundamental principle, which is to provide enjoyment. During the COVID-19 outbreak, this central tenet may be more important than ever and will remain so in the near term."

Snacking Eating Habits - Motivations and Attitudes: Incl Impact of COVID-19 - Canada

"Snacking remains a central part of Canadians' eating habits and as they stay home because of COVID-19, snacking's role has intensified. More time at home means more occasions to 'nosh'. Snacking brands that are able to address consumers' needs in this moment may see their relevance increase now and in ...

May 2020

Water and Sparkling Water: Incl Impact of COVID-19 - Canada

"As Canadians across provinces "shelter-in-place", grocery stores continue to be overwhelmed as shoppers look to stock up on supplies, ranging from frozen foods and toiletries to shelf stables including canned goods and of course, bottled water."

– Joel Gregoire, Associate Director for Food & Drink

February 2020

Sustainability in Food - Canada

"A week seemingly doesn't pass when there isn't a dire warning about the precarious situation the planet is in and if standard practices aren't changed how the environment will worsen. Though this is not in debate, how consumers are responding and will respond, is. With respect to food and drink ...

January 2020

Meal Planning & Preparation - Canada

"The dreaded question "what's for dinner?" is one that some 88% of Canadians are responsible for addressing during the week. While the large majority of Canadians plan ahead for weeknight dinners, only about half are successful in seeing their plans through, meaning that there is a need for more ...