

December 2018

Cooking Enthusiasts - Canada

"It can be said that Canadians know their way around a kitchen given that virtually all Canadians (97%) claim to have at least a minimum of basic cooking skills. Although the activity is one that most enjoy, time constraints and logistical considerations lead half the population to see the task ...

November 2018

In-store Bakery Experience - Canada

"Canada's grocery retail landscape is changing. While much of the chatter revolves around online shopping, the fact remains that most grocery "trips" happen on site. That said, the evolving divide between online and bricks and mortar means that to maintain an advantage, retailers are increasingly pressured to offer experiences that ...

October 2018

Cheese - Canada

"With the vast majority of Canadians eating cheese at some point, the challenge for cheese makers is finding avenues for future growth and potential areas of challenge. This Report endeavours to provide a topline snapshot of the Canadian cheese consumer, providing companies with empirical information that informs strategic decisions. Data ...

Better-for-you Snacking - Canada

"Virtually all Canadians are active snackers, enjoying snacks throughout the day as the act of snacking is seen as part of a healthy lifestyle. Canadians prioritize keeping healthy snacks on-hand and are driven to do so to satisfy cravings, no matter the time of day. Attitudes reflect that snacking is ...

August 2018

Grocery Retailing - Canada

"Virtually all Canadians (96%) hold some level of responsibility for grocery shopping. Canadians continue to lean towards traditional supermarkets for items associated with freshness, however, the expansion of supercentres combined with the convenience of one-stop shopping plus the promise of low prices is leading younger consumers to become less loyal ...

July 2018

Delivery Services and Meal Kits - Canada

"By most accounts, meal kits represent an opportunity for future growth. Nevertheless, hurdles exist. One is cost and another is an increasingly competitive market as more start-ups, retailers, and consumer packaged goods companies enter the space. Recognizing opportunity, there is a push to get a foot-hold in this market. The ...

June 2018

Cultured Dairy - Canada

Cultured dairy products are a mainstay for Canadians, with yogurt proving to be the most popular. From a broad perspective, there has been an evolution around yogurt and cultured dairy. Over the past decade, the categories that fall within the cultured dairy space have leveraged health claims and the continued ...

May 2018

The Natural/Organic Shopper - Canada

"When asked, most Canadians claim they purchase foods or drinks with either organic or natural labels. Furthermore, more consumers claim that they are purchasing more organic/natural foods/drinks. While these are positive signs, the perception that these products are too expensive remains a barrier in the minds of consumers ...

April 2018

Condiments and Seasonings - Canada

While consumers' tastes are evolving, familiarity remains the most important consideration for Canadians when deciding on what condiments and/or seasonings to use. This represents a potential challenge for companies that operate in the category. Is there room to innovate and yield a return on investments that are made when ...

March 2018

Dining Out - Canada

With just over half of the population either getting takeout or dining out, it can be said that Canadians are regulars at foodservice vendors. With young consumers having a hankering for non-traditional meal occasions, foodservice vendors are well positioned to increase traffic beyond dinner and lunches. While practical considerations of ...

January 2018

Meat Alternatives - Canada

"Meat alternatives can be viewed as being the tip of the spear in terms of food innovation. While there's no indication that Canadians will shun meat 'en masse' any time in the near future, consumers increasingly want more flexibility in their diet. Limiting meat consumption is one form of flexibility ...