

October 2017

Home Meal Replacement - Canada

"HMR's growth reflects an increase in the importance of convenience in how Canadians get and prepare their food. This Report examines consumers' usage and perception of HMR in the Canadian market, helping retailers identify opportunities in the space. This Report also explores what foods consumers are more likely to eat ...

September 2017

Yogurt and Yogurt Drinks - Canada

"Yogurt's longer-term growth in the Canadian market is a broader reflection of what consumers are demanding from what they eat and drink. Yogurt is perceived, by many, to be healthy, tasty and convenient. As a category, yogurt has a history of producing innovations that capitalize on emerging areas in health ...

Nutritional and Performance Drinks - Canada

"Just under half of Canadians (45%) are buying nutritional and performance drinks/mixes. Purchasers are driven by an interest in increasing energy and rehydration. While taste and flavours shake out as the top factors considered for purchase, protein content and functionality are also key factors owing to the fact that ...

March 2017

Dairy and Non-dairy Milk - Canada

"Canada is experiencing a shift with respect to dairy milk as usage has declined and this trend is expected to continue. As the category contracts it remains important to benchmark usage across different demographics to hone in on relevant target groups and identify gaps, understand the drivers for drinking milk ...

February 2017

Beer, Craft Beer and Ciders - Canada

"While beer remains far and away the most popular alcoholic beverage in Canada, the ground is shifting. As competitive pressures mount, brewers need to have their finger on the pulse when it comes to what Canadians are drinking, what's important to them when selecting the beers or ciders and areas ...

January 2017

Attitudes toward Healthy Eating - Canada

"Canadians actively target healthy eating all or most of the time (76%). Healthy eating behaviours are seen to be a balancing act of both subtractive behaviours (ie cutting out 'bad' food qualities) and supplemental ones, where effort is made to include nutritious foods. Though highly interested in foods with health ...