

December 2018

Wine - Canada

"Wine as a category in Canada continues to grow. Its relatively positive perception on health and its popularity among older consumers means it's well-positioned as Canadians remained focused on living healthily without sacrificing on the things they love, in the face of an aging population. The challenge for wine makers ...

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 ...

October 2018

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 ...

September 2018

Coffee and Coffee Shops - Canada

"Canadians love coffee, though what they expect of the category varies. Some look to explore and experiment with new and different types of coffee, while for others, coffee is a ritualistic morning pick-me-up that they don't want to mess with. Whether one is actively interested in exploring new innovations in ...

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 ...

March 2018

Beverage Blurring - Canada

Hybrid beverages represent an opportunity for manufacturers to provide consumers with new and unique flavours. While "taste" remains the most important consideration for Canadian consumers when drinking their preferred beverages, nutritional benefits are a secondary consideration on par with affordability. There is also ample opportunity for growth of hybrid beverages ...

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 ...