

Consumer Attitudes Towards Lunchtime Food and Drink - Canada - December 2015

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"Depending on whom one is, expectations around lunch vary. While sandwiches remain the stalwart food of choice at lunch due to their flexibility and ease of use, what consumers expect from their lunches varies based on their age, gender or ethnicity."

- Joel Gregoire, Senior Food & Drink Analyst

This report looks at the following areas:

- Lack of perceived quality and health options at foodservice
- Quarter of Canadians feel they do not have time for lunch
- Seniors appear less interested in lunch meal innovation

This report identifies differences in general attitudes and in what Canadians expect from their lunch foods, providing context for readers to reference in supporting their innovation and messaging strategies. This involves themes around the importance of efficiency, nutrition and flexibility and portability.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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