

Ethnic Foods and Flavours - Canada - February 2016

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"The impact of immigration will undoubtedly continue to affect Canadians' demand for and usage of ethnic foods."

-Joel Gregoire, Senior Food & Drink Analyst

This report looks at the following areas:

- Established Western brands need to adapt to a changing demographic landscape
- 'Authenticity' is important for Canadians when considering ethnic-inspired foods
- Many consumers see conventional mealtime options as 'monotonous'

Canadians agree that they are more open to eating ethnic-inspired foods compared to a few years ago. This suggests that a focus on providing options that allow consumers to explore other flavours and cultures through food does not need to be directed at only Canadians originally from other countries, but extends to the overall population.

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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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