

Attitudes toward Healthy Eating - Canada - January 2017

Report Price: £3239.54 | \$3995.00 | €3796.74

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"Canadians actively target healthy eating all or most of the time (76%). They are motivated to eat well as there is a good understanding of the physical and emotional benefits to be had, although women are also more likely to be driven by guilt."

- Carol Wong-Li Senior Analyst, Lifestyles and Leisure

This report looks at the following areas:

- Men more likely to be overweight yet have less intent towards eating healthy regularly
- Guilt is eating away at women
- Trust in health claims on food/beverage packaging is soft

Canadians actively target healthy eating all or most of the time (76%). They are motivated to eat well as there is a good understanding of the physical and emotional benefits to be had, although women are also more likely to be driven by guilt. 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 claims, a lack of trust in these labels hinders the likelihood that Canadians are willing to pay more for such products.

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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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Abbreviations

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