

Meat Alternatives - Canada - January 2018

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"Meat alternatives can be viewed as being the tip of the spear in terms of food innovation. While there's no indication that Canadians will shun meat 'en masse' any time in the near future, consumers increasingly want more flexibility in their diet. Limiting meat consumption is one form of flexibility."

- Joel Gregoire, Senior Food & Drink Analyst

This report looks at the following areas:

- 'Real' meat represents the highest hurdle for meat alternatives
- Older consumers are less likely to use meat alternatives
- Demand for 'clean' ingredient decks could be an obstacle
- Opportunity exists to grow frequency

Aside from health-related factors, considerations around sustainability are also influencing this movement, particularly among young women. This Report will address stated demand for meat alternatives, look at what proteins consumers use or are interested in aside from meat and help readers understand what drives interest in the burgeoning category. Furthermore, this Report will also identify areas of particularly notable innovation.

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DID YOU KNOW?

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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- Meat alternatives viewed as being over-processed by some
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- A third of consumers looking for a 'meat-like' experience

Usage of Meat Alternatives

- Half of Canadians use meat alternatives

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