The Natural/Organic Shopper - Canada - May 2018

Report Price: £3254.83 | $4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"Most Canadians claim they purchase foods or drinks with organic or natural labels. However, the perception that these products are too expensive remains a barrier for consumers. This Report identifies categories that are top-of-mind for consumers when considering organic and/or natural food/beverage purchases to provide perspective around where the most obvious opportunities lie."
- Joel Gregoire, Associate Director - Food & Drink

This report looks at the following areas:

- **Cost is the main barrier to growth for natural/organics**
- **Many consumers unclear on benefits**
- **Importance of environmental considerations requires perspective**
- **Stated purchase behaviours point to continued growth for natural/organic products**
- **Younger consumers see value in natural/organic products**
- **Safety is a key value proposition**
- **Parents important to success of organic/natural food and drinks**

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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