

Coffee and Coffee Shops - Canada - September 2018

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"Canadians love coffee, though what they expect of the category varies. Some look to explore and experiment with new and different types, while for others, it's a ritualistic morning pick-me-up that they don't want to mess with. More than ever, the in- and out-of-home occasions appear to be linked, supporting the importance of having a multi-channel strategy to support sustained growth."

- Joel Gregoire, Associate Director - Food & Drink

This report looks at the following areas:

- Younger consumers are somewhat less likely to drink coffee
- Two-thirds of consumers look to limit their coffee intake
- Just one-fifth of coffee drinkers show active interest in 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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Abbreviations

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