Chocolate and Non-Chocolate Confectionary - Canada - February 2019

Report Price: £3695 | $4995 | €4400

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This report looks at the following areas:

- Health-related concerns influencing category innovation
- Canada’s aging population represents a possible challenge to growth
- Confectionery positioned as a ‘functional’ option
- Candy’s not just for kids according to Canadians
- Canadians equate chocolate with emotional well-being
- Canadians are willing to pay more for better quality chocolate

"Canadians show a love for chocolate and non-chocolate candy. There is also a portion that cite interest in options that are innovative when it comes to flavour, format and functionality. While established brands don’t want to undermine the equity they’ve established with their consumers, feedback shows that there is opportunity to capitalize on prospective ‘white space’ opportunities."

- Joel Gregoire, Associate Director - Food & Drink

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