

Meal Planning & Preparation - Canada - January 2020

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"The dreaded question "what's for dinner?" is one that some 88% of Canadians are responsible for addressing during the week. While the large majority plan ahead for weeknight dinners, only about half are successful in seeing their plans through, meaning that there is a need for more immediate solutions to help them get to the finish line."

- Carol Wong-Li, Associate Director - Lifestyles & Leisure

This report looks at the following areas:

- **Planning ahead too far doesn't pay off**
- **The need for shortcuts is real but Canadians want to feel involved**
- **Grocery stores come into the meal planning game too late in consumers' minds**

Consumers don't want to feel like they're cheating and crave shortcut offerings that let them stay involved in the cooking process – a concept undoubtedly contributing to the success of time-saving small kitchen appliances. As meals cannot be made without first buying the ingredients, grocery stores are a key player in the meal planning and preparation process, yet consumers don't think of grocery stores as a primary source for meal ideas, meaning that grocery stores are missing out in the pre-work of planning.

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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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