

November 2019

RTD Alcoholic Beverages - Canada

"Ready-to-drink (RTD) alcoholic beverages are an area of key innovation in the broader alcohol segment. While beer and wine are the top primary drinks that Canadians reach for according to feedback, RTD alcoholic beverages rank as a compelling choice for consumers when asked what they "also drink". Beverages from the ...

October 2019

Vitamins, Minerals and Supplements - Canada

"The vitamins, minerals and supplements market is large. Although VMS products are often highly specialized for different needs, the key drivers of usage are overall health and general wellbeing. Looking ahead, natural and organic food trends will likely become more prevalent in this market, with consumers putting more of a ...

The Spirits Consumer - Canada

"Spirits as a category has enjoyed growth in recent years and Mintel forecasts points to continued upward momentum. That said, dynamics within the industry are evolving. While most consumers in Canada are "willing to pay for quality", many are also open to alternatives such a 'mocktails'. This is particularly apparent ...

September 2019

Ethnic Foods - Canada

"It's no surprise that the overwhelming share of Canadians say they eat internationally inspired foods in one form or another. What drives Canadians to do so is a yearning for culinary exploration and adventurous eating experiences. With most Canadians agreeing that they're "more open to eating international foods now than ...

July 2019

Sports Nutrition - Canada

"While the sports nutrition industry is ostensibly designed for fitness and athleticism, it has successfully grown to the point of being used by half of consumers today. There is considerable variety of products in this market, which helps it resonate with so many individuals."

Scott Stewart, Senior Technology and Media ...

June 2019

Milk & Non-dairy Milk - Canada

"Dairy milk is consumed by the vast majority of Canadians. Aside from water (including tap water), there is no other drink that Canadians consume more of. That said, people in Canada are drinking less milk from retail than they used to and this is likely the result of multiple factors ...

Quick Service Restaurants - Canada

"The primary focus of this Report will be to better understand usage of quick service restaurants, the drivers and barriers to visits and the opportunities to leverage tactics such as new technology, unique flavours and emerging alternatives to meat. The findings of this Report are based on the results of ...

May 2019

Plant-based Food & Drink - Canada

"One of the biggest shifts in eating behaviours in Canada and in other markets has been the movement towards eating and drinking plant-based food and beverage alternatives. Does this represent a passing fad or a sustained, longer-term shift? Feedback gathered from Canadians for this Report suggests the latter. The base ...

January 2019

Convenience Stores - Canada

"Convenience stores are a fixture in the Canadian retail market. With easily accessible locations and long business hours, they offer consumers a shopping option that is quick and easy. As retail has evolved in recent years – including grocery stores, big box stores and e-commerce – it is worthwhile to ...