

March 2015

Pizza - Canada

“Sales challenges for in-store pizza highlight a need to develop and execute more targeted strategies that address specific population segments the category underperforms against and grow its frequency among those more likely to eat pizza. As the sales pie has shrunk, the battle for share of stomach versus other in-store ...

February 2015

Salty Snacks - Canada

“As consumers snack during many diverse occasions, manufacturers will be tasked with meeting their varying need states. While some consumers look for healthier salty snacks, others like to indulge on various varieties and flavours and prefer taste above all else.”

January 2015

Sugar Confectionery - Canada

“Sugar and gum confectionery have broad appeal, but manufacturers are hampered by a number of industry problems. Consumers tend to eat confectionery only occasionally and their usage of gum is on the wane. Competition from other treat categories is taking candy and gum users away, and concern about childhood obesity ...