

December 2021

Wine - Canada

“Wine was consistently growing in the years leading to the pandemic and there is no reason to suspect a change. Wine fulfills a distinct role relative to other alcoholic beverages, being particularly synonymous with enhancing meals along with other considerations. As the pandemic’s impact on day-to-day life (hopefully) subsides in ...

October 2021

Grocery Retailing - Canada

“Grocery retailing has arguably already entered its post-pandemic state. It experienced rapid change in the early months – with sales spikes, widespread shortages and concerns about virus transmission – but quickly settled into its new normal. Today, most Canadians are comfortable going to the grocery store and little will change ...

September 2021

Plant-based Food & Drink - Canada

“COVID-19 accelerated the adoption of plant-based alternatives. Growth in this area won’t stop when the pandemic does. Consumer demand is being met with investments in innovation across a range of categories from both established consumer packaged goods companies and nascent start-ups. As products continue to better mimic the foods and ...

August 2021

Dining Out - Canada

“Restaurants have faced unprecedented challenges since March 2020. Not only were they directly impacted by government restrictions, but more time at home for consumers meant less overall demand for foodservice.

The industry is now looking ahead to the future. They will need more tactical messaging to encourage diners to visit ...

Ethics in Food & Drink - Canada

“As with other industries, ethics in food and drink matter for nearly all Canadians. Focusing on ethics in one way or another is not a ‘nice to have’ but a ‘need to have’. The onset of COVID-19 has cemented this view. The good news is there is a great deal ...

July 2021

Yogurt & Yogurt Drinks - Canada

“Yogurt is well-positioned to meet the needs of consumers during the pandemic as it’s regarded as a healthy snack. That said, the category continues to evolve, particularly as the prominence of non-dairy alternatives grow. Yogurt companies that are open to new ideas will be best positioned in the post-COVID world ...

May 2021

Functional Beverages - Canada

“Many Canadians are focusing more on their physical and emotional wellbeing because of the pandemic. This added focus will only accelerate demand for functional beverages with added health benefits. That said, half of Canadians express skepticism or outright concern over potential adverse health effects. Transparency and education around the active ...

April 2021

The Natural/Organic Shopper - Canada

“Natural and organic foods and drinks continue to grow in popularity. COVID-19 has bolstered the demand for natural and/or organic foods and drinks as health becomes a greater focus for many. In the years to come the natural/organic space will likely continue to expand and become more mainstream ...

Cannabis in Canada: Food and Drink - Canada

“More than two years after cannabis was federally legalized, the industry is finding its footing in Canada and starting to live up to expectations. Edible and drinkable cannabis will play a significant role in helping this industry take the next step; they can expand usage to more Canadians since they ...

March 2021

Consumer Attitudes towards Private Label Food and Drink - Canada

“Store brands have been deeply integrated into Canadians’ grocery baskets for a long time. COVID-19 has only served to deepen their importance. Beyond the pandemic, private label will continue to play an important role in Canada’s grocery landscape, serving as a way to deliver value to customers, a means to ...



February 2021

Delivery Services and Meal Kits - Canada

“Demand for delivery services and meal kits exploded in 2020. While the pandemic has led to untold human and economic suffering, the problems wrought by the virus accelerated innovation that’s provided solutions. As the pandemic arguably enters the back end with life hopefully returning to a semblance of normal, the ...