

March 2017

Dairy and Non-dairy Milk - Canada

"Canada is experiencing a shift with respect to dairy milk as usage has declined and this trend is expected to continue. As the category contracts it remains important to benchmark usage across different demographics to hone in on relevant target groups and identify gaps, understand the drivers for drinking milk ...

February 2017

Beer, Craft Beer and Ciders - Canada

"While beer remains far and away the most popular alcoholic beverage in Canada, the ground is shifting. As competitive pressures mount, brewers need to have their finger on the pulse when it comes to what Canadians are drinking, what's important to them when selecting the beers or ciders and areas ...

January 2017

Attitudes toward Healthy Eating - Canada

"Canadians actively target healthy eating all or most of the time (76%). Healthy eating behaviours are seen to be a balancing act of both subtractive behaviours (ie cutting out 'bad' food qualities) and supplemental ones, where effort is made to include nutritious foods. Though highly interested in foods with health ...