

December 2018

Wine - Canada

"Wine as a category in Canada continues to grow. Its relatively positive perception on health and its popularity among older consumers means it's well-positioned as Canadians remained focused on living healthily without sacrificing on the things they love, in the face of an aging population. The challenge for wine makers ...

Cooking Enthusiasts - Canada

"It can be said that Canadians know their way around a kitchen given that virtually all Canadians (97%) claim to have at least a minimum of basic cooking skills. Although the activity is one that most enjoy, time constraints and logistical considerations lead half the population to see the task ...

October 2018

Better-for-you Snacking - Canada

"Virtually all Canadians are active snackers, enjoying snacks throughout the day as the act of snacking is seen as part of a healthy lifestyle. Canadians prioritize keeping healthy snacks on-hand and are driven to do so to satisfy cravings, no matter the time of day. Attitudes reflect that snacking is ...