February 2022

Sustainable Consumer - Canada

"At this point, most Canadians are sustainable consumers. Companies can confidently roll out sustainability strategies knowing that consumers are receptive.

The challenge will be finding the best way to do so. Most consumers want to be sustainable, yet do not want to make major sacrifices. And there is still lots ...

January 1970

Sustainability in Food - Canada

"The dramatic weather events of 2021 have only heightened Canadians' concern over the environment. As the spectre of climate change becomes more apparent, look for Canadians to become even more engaged on the issue when it comes to the purchase decisions they make. Brands will increasingly need to make sustainability ...

© 2024 Mintel Group Ltd. All Rights Reserved. Confidential to Mintel.