

September 2015

Free-from Food Trends - Canada

"While eight-in-ten consumers state that they purchase foods and/or beverages with free-from claims, two-thirds see them as a way for companies to charge more. This underscores the need for applicable manufacturers to invest in communicating the benefits that free-from products offer beyond placing labels on packaging, particularly around health ...

July 2015

Hot and Cold Cereal - Canada

"The decline in cereal volume and value sales suggests challenges for the industry impacted by demographic changes. An aging population can adversely affect the cereal market as it is perceived to be a convenience food most frequently eaten by the time-starved. That said, Millennials aging into their family years can ...