

September 2018

Coffee and Coffee Shops - Canada

"Canadians love coffee, though what they expect of the category varies. Some look to explore and experiment with new and different types of coffee, while for others, coffee is a ritualistic morning pick-me-up that they don't want to mess with. Whether one is actively interested in exploring new innovations in ...

August 2018

Grocery Retailing - Canada

"Virtually all Canadians (96%) hold some level of responsibility for grocery shopping. Canadians continue to lean towards traditional supermarkets for items associated with freshness, however, the expansion of supercentres combined with the convenience of one-stop shopping plus the promise of low prices is leading younger consumers to become less loyal ...

July 2018

Delivery Services and Meal Kits - Canada

"By most accounts, meal kits represent an opportunity for future growth. Nevertheless, hurdles exist. One is cost and another is an increasingly competitive market as more start-ups, retailers, and consumer packaged goods companies enter the space. Recognizing opportunity, there is a push to get a foot-hold in this market. The ...