

## June 2015

### Bakery Products - Canada

“Consumers are very clear about what matters to them when it comes to selecting bakery products and that is freshness. While this is not startling, what is of note is how much other concerns are less important. Gluten-free has garnered a great deal of attention, but when asked consumers rate ...

## May 2015

### Ready and Prepared Meals - Canada

“Perception around the overall quality of ready-to-eat frozen meals is a challenge for the category. When asked, only one quarter of consumers prefer ready-to-eat meals when other options are available indicating efforts around freshness and authenticity are needed to support growth. Turning to category strengths, messaging that promotes ready-to-eat meals ...

## April 2015

### Chocolate Confectionery - Canada

“Demographic changes in Canada are likely to impact the chocolate confectionery industry. While an aging population presents challenges, this may be offset a Millennial cohort entering into their family and therefore ‘prime chocolate eating’ years. Canada’s increasing reliance on immigration for population growth can also translate into an avenue of ...