

December 2018

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 ...

November 2018

In-store Bakery Experience - Canada

"Canada's grocery retail landscape is changing. While much of the chatter revolves around online shopping, the fact remains that most grocery "trips" happen on site. That said, the evolving divide between online and bricks and mortar means that to maintain an advantage, retailers are increasingly pressured to offer experiences that ...

October 2018

Cheese - Canada

"With the vast majority of Canadians eating cheese at some point, the challenge for cheese makers is finding avenues for future growth and potential areas of challenge. This Report endeavours to provide a topline snapshot of the Canadian cheese consumer, providing companies with empirical information that informs strategic decisions. Data ...

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 ...