

September 2023

Natural and Organic Shopper - Canada

“Despite 41% of consumers typically purchasing natural and 25% purchasing organic food or beverages, 35% of both natural and organic shoppers actually don’t understand the difference between natural and organic foods. Confusion and skepticism abound. Companies must not only lead with value during tight financial times, but must also help ...

August 2023

Coffee & Coffee Shops - Canada

“Coffee is deeply rooted in habit. However, this doesn’t mean there isn’t opportunity for innovation. Added benefits, flavours and formats are ways coffees can differentiate themselves from one another. In the eyes of Canadians, coffee has many uses, including as a pick-me-up, for moments to connect and even to take ...

Upcoming Reports

Better for You Eating Trends - Canada - 2023