

## 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 ...

## May 2023

### Delivery Services and Meal Kits - Canada

“While the pandemic may have accelerated the usage of online ordering and meal kits, the end of lockdowns does not portend these industries’ demise. A broader share of consumers claim they are ordering groceries online as the ubiquitous adoption of mobile technology enables new behaviours and habits. Although rising prices ...

### Meal Planning & Preparation - Canada

“By and large, Canadians like the idea of cooking. For many, it provides a sense of satisfaction and even stress relief. Many also feel more confident in the kitchen following the pandemic. The evolution in meal preparation moving forward is likely to be influenced by generational shifts with today’s younger ...

## March 2023

### Protein & Protein Alternatives - Canada

“There has never been more variety in how consumers can incorporate protein into their diets. Animal-based options such as meat and cheese remain most popular, but plant-based alternatives continue to make inroads. In Canada there is perceived demand for more protein, meaning there remains runway for innovation in this space ...

**February 2023****The Budget Food & Drink Shopper  
- Canada**

"Canadians are feeling the pain of rampant food inflation. They are also angry about the rising cost of food and drink and many place blame at the feet of grocers and producers. This is leading to a crisis of confidence toward the industry. There is no easy solution as rising ...

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Marinades - Canada - 2023****Snack, Nutrition and  
Performance Bars - Canada - 2023****Internationally-inspired Foods -  
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