

September 2014

Tea and Coffee - Canada

“Appealing to older coffee drinkers, for example via pods/capsules which use intense roasts, could help to tap into this flavour interest in a more targeted manner.”

– **Andrew Zmijak**, Consumer Behaviour Research Analyst

August 2014

Yogurt and Yogurt Drinks - Canada

“One in five yogurt buyers currently consume yogurt or yogurt drinks on the go to work/school. Further introductions of pouches, tubes and spill-proof packaging could boost usage on these occasions by appealing to children and adults alike.”

- **Andrew Zmijak**, Research Analyst, Consumer Behaviour

July 2014

Carbonated Soft Drinks - Canada

“Natural sweeteners such as stevia may help to reduce these perceptions of artificiality and help to boost consumption among Millennial females.”

- **Warren de Lima**, Senior Food and Drink Analyst

This report looks at the following issues: