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Yogurt and Yogurt Drinks - Canada

"Yogurt's longer-term growth in the Canadian market is a broader reflection of what consumers are demanding from what they eat and drink. Yogurt is perceived, by many, to be healthy, tasty and convenient. As a category, yogurt has a history of producing innovations that capitalize on emerging areas in health ...

Nutritional and Performance Drinks - Canada

"Just under half of Canadians (45%) are buying nutritional and performance drinks/mixes. Purchasers are driven by an interest in increasing energy and rehydration. While taste and flavours shake out as the top factors considered for purchase, protein content and functionality are also key factors owing to the fact that ...