

Coffee and Tea - Canada - June 2016

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Coffee and tea are integral to how Canadians eat and drink.

Coffee has been an area of growth in Canada, spurred on by its emergence as a strategic focus based on its ability to support traffic growth at foodservice and the rise of convenient and customizable single-serve format at retail.

This report looks at the following areas:

- Tea owns health, but not innovation
- Young consumers claim they are less likely to drink brewed coffee
- Single-serve coffee meets with challenges

Tea holds strong associations with health and wellness and is a staple across many countries, including those that represent significant sources of immigration to Canada. Coffee's sales growth has outpaced tea's significantly, scoring more points with the consumer around innovation. For tea, however, growth opportunities exist in leveraging its strong associations with health with messaging around innovation and revitalization.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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