

Meat - Canada - October 2016

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"Canadians remain avid consumers of meat products, yet this does not mean the industry is without its challenges.

Canada's changing population dynamic from a generational and immigration perspective means producers and retailers will need to continually adapt in order to address evolving preferences with respect to flavours and type (of meat)."

- Joel Gregoire, Senior Food and Drink Analyst

This report looks at the following areas:

- Inflation driving meat value sales growth
- Young women less likely to eat meat

Much of meat's long-term value sales growth has come as a result of inflationary pressures leading to nearly a third of Canadians agreeing they "now eat less meat because it's become too expensive". That said, while a third of consumers are detracted by the increasing price of meat, a third of Canadians also agree that high quality meat is worth paying more for (eg Wagyu or Angus Beef). This supports the need for targeted and tiered product development, pricing and messaging to support volume growth while maximizing profitability and spurring on category innovation. Other factors, such as transparency in animal husbandry and education in preparation are important in meeting the needs of select portions of Canadians.

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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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