

The Natural/Organic Shopper - Canada - May 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Most Canadians claim they purchase foods or drinks with organic or natural labels. However, the perception that these products are too expensive remains a barrier for consumers. This Report identifies categories that are top-of-mind for consumers when considering organic and/or natural food/beverage purchases to provide perspective around where the most obvious opportunities lie."

- Joel Gregoire, Associate Director - Food & Drink

This report looks at the following areas:

- Cost is the main barrier to growth for natural/organics
- Many consumers unclear on benefits
- Importance of environmental considerations requires perspective
- Stated purchase behaviours point to continued growth for natural/organic products
- Younger consumers see value in natural/organic products
- Safety is a key value proposition
- Parents important to success of organic/natural food and drinks

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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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Abbreviations and terms

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