

Better-for-you Snacking - Canada - October 2018

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This report looks at the following areas:

- Canadians are snackers and doing so all day long
- Relatively lax attitudes towards snacking may be a weighty issue
- Trust mars any product or category deemed as healthy

Attitudes reflect that snacking is associated with enjoyment and that indulgence and health need not be a zero-sum game. In an age where anything has the potential to be a snack, companies do not need to reinvent the wheel. As with all categories associated with health, snacks positioned as better-for-you will need to navigate the same hurdles faced by any other product deemed as healthy – trust and taste.



"Virtually all Canadians are active snackers, enjoying snacks throughout the day as the act of snacking is seen as part of a healthy lifestyle. Canadians prioritize keeping healthy snacks on-hand and are driven to do so to satisfy cravings, no matter the time of day."

- Carol Wong-Li, Senior Analyst - Lifestyles & Leisure

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