

Ethnic Foods - Canada - September 2019

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This report looks at the following areas:

With most Canadians agreeing that they're "more open to eating international foods now than (they were) a few years ago", it's becoming increasingly incumbent for grocers and food manufacturers to offer a credible selection of ethnic foods in order to "keep up with the times". This Report delves into what internationally inspired foods Canadians claim to be eating, what they are less likely to eat but are interested in trying and the motivations for why they turn to these foods in general. When appropriate, this Report also provides a breakdown of behaviour and views of those from different backgrounds (eg South Asians, Chinese Canadians) towards internationally inspired foods in order to provide greater perspective on the opportunities and prospective challenges in the space moving forward.

- With international foods being mainstream for many, finding new opportunities can prove challenging
- South Asians in Canada appear less likely to eat foods that differ from what they are accustomed to
- Many view grocers that don't offer international cuisines as outdated



"It's no surprise that the overwhelming share of Canadians say they eat internationally inspired foods in one form or another. What drives Canadians to do so is a yearning for culinary exploration and adventurous eating experiences."

– Joel Gregoire, Associate Director - Food & Drink

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