

# Meat: Incl Impact of COVID-19 - Canada - October 2020

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and attitudes towards meat.
- Whether Canadians are more likely to claim to be eating more or less meat, and for those who state they are eating less meat, why?
- The level of popularity for plant-based meat alternatives, and the degree to which Canadians are open to eating lab-grown meat.
- How meat preferences are changing as Canada's demographic makeup changes.



"Canadians' attitudes towards meat are changing. Over twice the number Canadians say they are eating less than more meat compared to three years ago with health being the biggest reason for the shift. Meat's impact on the environment and its rising cost emerge as other key reasons."

– Joel Gregoire, Associate Director Food & Drink

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- Economic recovery continues at a slow pace placing greater onus on value
- The food supply chain is getting more attention due to COVID-19

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