

Delivery Services and Meal Kits - Canada - January 2021

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of COVID-19 on delivery services, online ordering and meal kits.
- Opportunity for growth in the post-pandemic environment based on Canadians' input.
- The impact of third-party apps in the delivery space.
- Reasons for using and not using delivery services and meal kits.

Delivery services and meal kits experienced a surge in demand in 2020 because of the COVID-19 pandemic. Canadians going out less to mitigate the spread of the virus catapulted these business models in ways that would have been impossible to fathom in 2019. This Report examines Canadians' behaviours and attitudes toward these emerging areas by asking them to what degree COVID-19 influenced their decision to use them, what they find appealing about delivery services and meal kits and what they find not to be. The primary aim of this Report is to provide readers with insight into the needs these businesses meet in the current reality and in the 'next normal' when the pandemic is over.



“Demand for delivery services and meal kits exploded in 2020. While the pandemic has led to untold human and economic suffering, the problems wrought by the virus accelerated innovation that’s provided solutions.”

– **Joel Gregoire, Associate Director for Food & Drink**

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