

The Natural/Organic Shopper - Canada - April 2021

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This report looks at the following areas:

Natural and organic foods/drinks, if anything, have benefited from the pandemic. When asked about how their behaviours have changed compared to before the pandemic, more than four times the number of Canadians claim they are purchasing more organic and/or natural foods than less. This is yet another reflection of natural and organic's continued mainstreaming as consumers continue to demand foods and drinks in these spaces and as producers continue to innovate. This Report examines the associations Canadians make with natural/organic foods, what claims resonate and general attitudes towards these products. Consistent with other Mintel Reports, demographic differences are outlined and explored in this Report to provide added depth to topline findings to help readers hone messaging and product development initiatives in order to relate to relevant consumer targets.

Key issues covered in this Report

- The impact of COVID-19 on consumer behaviour and the natural/organic market.
- Differences in perceptions of and attitudes towards natural/organic foods and drinks.
- Perceived benefits and detriments of eating and drinking natural/organic foods and drinks.
- Who is more and less open to products in this space.



“Natural and organic foods and drinks continue to grow in popularity. COVID-19 has bolstered the demand for natural and/or organic foods and drinks as health becomes a greater focus for many.”

-Joel Gregoire, Associate Director Food & Drink

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- COVID-19 widens the divide between the 'haves' and 'have nots'
- Canadians have more information at hand, but are they more informed?

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