

# Meal Planning and Preparation - Canada - May 2021

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## This report looks at the following areas:

- Cooking and planning responsibility
- The attitudes and emotional benefits associated with cooking
- Factors considered when planning meals and how these have changed since the onset of the COVID-19 pandemic
- Cooking habits and behaviours, including the usage of shortcuts

The pandemic has significantly changed the context surrounding at-home food, as preventative mandates like social distancing measures and limited restaurant operations have pushed Canadians to cook at home more than ever before. Remarkably, the positive emotional benefits of cooking like seeing it as stress reducing and giving consumers a sense of accomplishment continue to hold – even after over a year of cooking more at home, and even with increased logistical considerations like shopping for groceries differently (online and less frequently) combined with more disruptions to meals like snacking. Habits of stocking up and shopping online for groceries make planning ahead for grocery trips and meal planning itself more important than ever before, meaning that grocery retailers and food manufacturers stand to gain by better supporting consumers in these areas. As consumers increasingly engage in multichannel shopping behaviours, meal and grocery planning tools need to be well integrated with all existing touchpoints.



“Consumers are cooking more at home thanks to the pandemic and constantly up-ended routines are putting the logistics of meal planning and cooking to the test. Currently, a protective mindset drives Canadians to shop online more for groceries and make fewer micro-trips.”

– Carol Wong-Li, Associate Director Lifestyles & Leisure

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