

Sustainability in Food - Canada - 2022

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour when it comes to sustainability in food and drink.
- The relative importance of the environment versus other considerations when grocery shopping.
- What concerns and initiatives resonate with Canadians when it comes to sustainability.
- How different demographics impact attitudes toward food and drink and the environment.

As the spectre of climate change becomes more apparent, look for Canadians to become even more engaged on the issue when it comes to the purchase decisions they make. Brands will increasingly need to make sustainability a central strategic plank in order to remain relevant in an era of conscious consumption.

Concerns around climate change feel increasingly relevant to Canadians in their day-to-day lives. 2021 was a year where droughts, floods, more intense forest fires and record heat waves impacted millions of Canadians to some degree. As Canadians and those throughout much of the world aim to mitigate climate change's impact, no industry is left untouched. This includes food and drink. This Report follows up on Mintel's Sustainability in Food – Canada, 2020 Report and examines an array of consumer views on the environment. This includes how important the environment is to Canadians when grocery shopping, are Canadians generally optimistic or pessimistic when it comes to climate change, what issues matter the most and what initiatives resonate the most, what sources of information are deemed to be more trustworthy and what environmental issues are more or less associated with different food and drink categories. This Report also delves into a variety of attitudes on the environment and breaks them down by different demographic groups where relevant. In short, this Report is a resource for food and drink companies, foodservice operators and retailers to understand where Canadians stand on



"The dramatic weather events of 2021 have only heightened Canadians' concern over the environment."

- Joel Gregoire, Associate Director for Food & Drink

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the environment with respect to food and drink and can be used to help set priorities in what is a complex and multifaceted space.



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