

# Protein & Protein Alternatives - Canada - 2023

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## This report looks at the following areas:

- The dietary preferences of Canadians (eg vegan, flexitarian, etc), and how that informs what protein-based foods they eat.
- Concerns Canadians have when it comes to animal-based proteins.
- Reasons for eating protein.
- Openness to protein-related innovations (including cell-based meat).
- What sources of protein are more or less appealing to Canadians (eg yogurt, snack bars).
- Which sources of plant-based protein Canadians prefer.

Consumers have more options than ever with which to get protein. Innovations in plant-based meat and dairy alternatives have been nothing short of remarkable. That said, animal-based sources of protein remain far more popular with Canadians, and while consumers say they are increasingly turning to plant-based protein sources, expectations around growth should be tempered. In that context, innovation over the past decade may prove to be a precursor to even more radical shifts in the years ahead should cell-based meat (and dairy) hit its stride. Should this come to fruition, look for the pace of innovation to accelerate.

Beyond meat, dairy and their plant-based alternatives, Canadians also turn to a variety of different categories to meet their protein demands. This is in the context of a third of Canadian adults who believe they do not get enough protein in their diet. For everyone, but for these consumers in particular, there is not shortage of ways to get the protein they crave.

This Report explores what animal- and plant-based protein (in food form) Canadians eat and what they claim to be eating more and less of. Also covered is why protein matters, what sources of protein in plant-based alternatives they prefer and what are some formats that prove more (and less) appealing. This Report also explores consumer attitudes toward eating meat and dairy, general perceptions toward plant-based alternatives and



“There has never been more variety in how consumers can incorporate protein into their diets. Animal-based options such as meat and cheese remain most popular, but plant-based alternatives continue to make inroads.”  
– Joel Gregoire, Associate Director for Food & Drink

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openness to innovation. Where applicable, feedback is broken out across different demographics including by age, gender, background and for this Report, dietary preferences (eg vegetarian, flexitarian, etc). This Report provides an overview of Canadians' usage of and attitudes toward protein, offers examples to inspire innovation and share who is more (or less) interested in different aspects to provide context that informs targeted positioning.



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### OPENNESS TO INNOVATION

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