# Natural and Organic Shopper - Canada - 2023

**Report Price: £3695 | $4995 | €4400**

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## This report looks at the following areas:

- Conventional versus natural versus organic food and beverage purchases by category
- Changes in purchase behaviour
- Motivations for and barriers to choosing natural and organic products
- Natural and organic grocery purchase locations
- Attitudes toward natural and organic food and beverages

While natural and organic foods and beverages do interest consumers, fundamentally they pale in comparison to their conventional counterparts. Given that costs of groceries only continue to rise and consumers are forced to make concessions, it is unsurprising that 79% of consumers agree that they are less likely to purchase natural/organic products because of rising costs of food. But, not all consumers are equally willing to make cuts (nor are they as interested in natural and organic in the first place). Multicultural consumers lead the way and brands should look to international flavours and preparations to inspire new products. Furthermore, brands should listen to the haze of confusion and distrust around natural and organic. Beyond cost-related concerns, consumers are most likely to be avoiding these kinds of products because they do not trust or believe in the validity of the products or the claims. Furthermore, 35% of both natural and organic purchasers actually agree that they don't know the difference between natural and organic foods. Organic brands must do more to differentiate themselves from the 'lawlessness' of the 'all natural' arena.

"35% of both natural and organic shoppers don't understand the difference between natural and organic foods. Companies must not only lead with value during tight financial times, but must also help to educate and build confidence in their brands as well as in 'organic' more generally if they hope to rival the popularity of conventional groceries."
**- Candace Baldassarre, Research Analyst**

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