

Delivery Services and Meal Kits - Canada - 2023

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Share of Canadians who claim to order groceries and meals from foodservice online and use meal kits.
- Motivations for using and not using online ordering services and meal kits.
- Openness to innovative technology related to delivery such as autonomous vehicles or drones.
- The potential impact of inflation on the growth of these sectors from consumers' point of view.
- Opportunities to better connect with younger consumers, and with dads.
- Examples of meal kits sold at retail that address premiumization, simplicity and internationally-inspired flavours.

The pandemic led to many changes in consumers' habits as lockdowns came into force. Three years on, the question is what changes have stuck, and which ones haven't. In this regard, the usage of online ordering at grocery and foodservice, as well as meal kits, merits attention. Findings show that from consumers' perspective online ordering continues to be a viable option. As grocers have made investments in the space, many shoppers have adopted the behaviour of having groceries delivered or picking them up some of the time. There remains ample room for growth in the meal kit space, and while there are prospective headwinds around cost, the percentage of Canadians who claim to use meal kits has remained steady versus 2021.

This Report looks the perceived usage of online ordering at grocery and foodservice and, beyond that, what the drivers of usage and non-usage in addition to attitudes Canadians hold toward these spaces. Consumer feedback is broken out by different demographics as warranted to show who are more and less likely to use the services discussed as well as how views differ in order to inform more targeted messaging and innovation.



"While the pandemic may have accelerated the usage of online ordering and meal kits, the end of lockdowns does not portend these industries' demise. A broader share of consumers claim they are ordering groceries online as the ubiquitous adoption of mobile technology enables new behaviours and habits."

– Joel Gregoire, Associate Director for Food & Drink

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