

## Beverage Blurring - Canada - March 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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Hybrid beverages represent an opportunity for manufacturers to provide consumers with new and unique flavours. While “taste” remains the most important consideration for Canadian consumers when drinking their preferred beverages, nutritional benefits are a secondary consideration on par with affordability.

This report looks at the following areas:

There is also ample opportunity for growth of hybrid beverages drink with 14% of Canadians indicating they drink 'hybrid/fusion drinks' on a typical day. By contrast, 90% of Canadians claim they drink water (which includes tap water). Hybrid beverages hold more appeal with younger consumers, and feedback collected for this Report suggests that younger consumers also show more interest in trying 'less traditional' options. Given Canada's aging population, this can represent a challenge, though it can be addressed by offering combinations that hold greater appeal with older consumers.

- **Tension exists between cost and exploration**
- **Sugar is the most pressing concern for consumers**
- **Canada's aging population a challenge for beverages**

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