

Plant-based Food & Drink - Canada - May 2019

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This report looks at the following areas:

- Taste, cost and the perception of being overly-processed are hurdles for plant-based alternatives
- Vegans and vegetarians represent a relatively small slice of the broader consumer base
- Ethical considerations are a concern for sub-set of consumers

The base of Canadians who indicate that they are trying to add more plant-based substitutes to their diet is relatively broad (28%). That said, barriers to eating plant-based foods exist, and the ability of companies that operate in this space to overcome them will be essential to growing overall penetration and consequently, growing sales. This Report identifies what the main barriers are and uses consumer feedback to suggest potential opportunities in the space.



"One of the biggest shifts in eating behaviours in Canada and in other markets has been the movement towards eating and drinking plant-based food and beverage alternatives. Does this represent a passing fad or a sustained, longer-term shift? Feedback gathered from Canadians for this Report suggests the latter."

- Joel Gregoire, Associate Director - Food & Drink

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