

## Prepared Meals - Frozen and Refrigerated - Canada - August 2019

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"While the majority of Canadians eat pre-packaged meals and Mintel forecasts growth in the segment, there are evident and nuanced differences in what motivates different consumers to turn to the category. As the broader competitive landscape continues to intensify, this Report looks to identify and understand the drivers for use."  
 – **Joel Gregoire, Associate Director - Food & Drink**

This report looks at the following areas:

This Report provides an assessment of why they turn to pre-packaged meals and what would incentivize them to use them more often. Topics of convenience, flavour, health and nutrition and sustainability are addressed in this Report to provide the reader with the Canadian consumer's perspective on pre-packaged meals and to serve as a resource for when innovating and developing positioning.

- **Many Canadians continue to perceive pre-packaged meals as processed**
- **Emerging categories spawn an increasingly competitive landscape**
- **Trial is a less commonly cited reason for use**

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## Table of Contents

### Overview

What you need to know

Definitions

### Executive Summary

Overview

The issues

Many Canadians continue to perceive pre-packaged meals as processed

Figure 1: Statements about health (% agree), May 2019

Emerging categories spawn an increasingly competitive landscape

Figure 2: Reasons for eating pre-packaged meals, May 2019

Trial is a less commonly cited reason for use

The opportunities

Natural positioning important to growing usage

Figure 3: "Natural ingredients" as encouraging consumers to purchase pre-packaged meals more often, by gender, May 2019

Canadians looking for 'premiumized' options

Figure 4: Innovation that would encourage consumers to purchase pre-package meals or side dishes more often, May 2019

Canadians expect brands to be environmentally responsible

Figure 5: Statements about packaging (% agree), May 2019

Consumers want to be involved in meal preparation

Figure 6: Statements about preparation (% agree), by age, May 2019

What it means

### The Market – What You Need to Know

Modest growth forecast for ready meals

Canada food guide increases focus on protein

Adoption of mobile technology intensifies competitive pressures

### Market Size and Forecast

Modest growth forecast for ready meals

Figure 7: Total Canada value sales and fan chart forecast of ready meal market (including pizza), at current prices, 2013-24

Figure 8: Total Canada value sales and fan chart forecast of ready meal market (including pizza), at current prices, 2013-24

Figure 9: Total Canada volume sales and fan chart forecast of ready meal market (including pizza), at current prices, 2013-24

No one company 'owns' the Canadian ready meal market

Figure 10: Volume and value share of ready meal market (including pizza) by company, 2018

### Market Factors

Focus on sustainability is increasingly becoming a driver in food-related innovation

Figure 11: Global population by half-century (2050 forecast)

Canada food guide increases focus on protein

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Adoption of mobile technology intensifies competitive pressures

Figure 12: Mobile and smartphone penetration, by age group, May 2017

Canadians are more time-pressed

## Key Players – What You Need to Know

Canadians view pre-packaged meals as progressing health-wise, yet work remains

Availability of convenient options have never been so robust

An aging population inspires the next step in health positioning

## What's Working?

Canadians view pre-packaged meals as progressing health-wise, yet work remains

Figure 13: Wildscape Braised Brisket With Potatoes, Sorghum, Red Rice and Pickled Onions (US), October 2018

Figure 14: Bellisio Foods Thai Style Peanut Chicken, (US), July 2017

## Challenges

Availability of convenient options have never been so robust

## What's Next?

"Foodie-ism" and international influences will fuel the continued elevation of pre-packaged meals

An aging population inspires the next step in health positioning

Figure 15: Super Nature Super Foods Bento Box with Teriyaki Chicken with Tri-Rice Blend and Seaweed & Edamame (Australia), September 2017

Figure 16: LemonKind Transformation Turmeric Carrot Gingerade Juice + Botanicals (US), July 2018

Figure 17: Inna Bajka Couscous Tabbouleh with Tomatoes and Mint (Poland), January 2018

## The Consumer – What You Need to Know

The majority of Canadians turn to prepared meals and/or side dishes

Convenience is central to pre-packaged meals' appeal

Consumers show more interest in "natural ingredients" than "fewer ingredients"

Going "gourmet" can offer a restaurant-like experience

Environmental considerations in packaging is of notable concern for consumers

## Usage of Pre-packaged Meals

The majority of Canadians turn to prepared meals and/or side dishes

Figure 18: Eat pre-packaged meals and side dishes, May 2019

Figure 19: Eat pre-packaged meals and side dishes, by type, May 2019

Figure 20: Eat single-serve vs multi-serve pre-packaged meals, by age, May 2019

Pre-packaged meals prove more popular with younger adults and parents

Figure 21: Eat any prepared meals, by age, May 2019

Figure 22: Eat any pre-packaged meals or side dishes, by type and age, May 2019

Substantial crossover between refrigerated and frozen meals

Figure 23: Reasons for eating frozen and refrigerated pre-packaged meals, May 2019

## Reasons for Using

Convenience is central to pre-packaged meals' appeal

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Figure 24: Reasons for eating pre-packaged meals, May 2019

Figure 25: Quicker and easier than cooking from scratch as reason for eating pre-packaged meal, by age, May 2019

Figure 26: Williams Sonoma and What's Gaby Cooking Garlic Goodness Oil (US), July 2019

**Taste is a mid-tier consideration for consumers of pre-packaged meals**

Figure 27: Eat pre-packaged meals or side dishes because they "like the taste", men 18-44s vs women 18-44s, May 2019

## Factors

**Consumers feel "the need for speed" when selecting pre-packed meals**

Figure 28: Most important factors when choosing pre-packaged meals or side dishes, May 2019

Figure 29: Quick preparation time as a factor when choosing pre-packaged meals, by age, May 2019

**Health-related considerations vary by age**

Figure 30: Health-related factors when choosing pre-packaged meals, by age, May 2019

Figure 31: Types of diets followed, March 2019

## Innovation Opportunities

**Consumers show more interest in "natural ingredients" than "fewer ingredients"**

Figure 32: Innovation that would encourage consumers to purchase pre-package meals or side dishes more often, May 2019

Figure 33: Including "natural ingredients" would encourage them to purchase pre-package meals or side dishes more often, by gender, May 2019

**For young men, in particular, size matters**

Figure 34: "Larger serving sizes" would encourage consumers to purchase pre-package meals or side dishes more often, by age and gender, May 2019

Figure 35: "Larger serving sizes" would encourage consumers to purchase pre-package meals or side dishes more often, by parental status, May 2019

Figure 36: "Larger serving sizes" would encourage consumers to purchase pre-package meals or side dishes more often, by age of children in the household, May 2019

**Going "gourmet" can offer a restaurant-like experience**

Figure 37: Impact of ingredients/toppings/flavours on order likelihood, March 2019

Figure 38: Naoki Seafood Poke Bowl (Canada), January 2019

Figure 39: Ajinomoto Teriyaki Chicken Take-Out Box (US), February 2019

Figure 40: Crave Chorizo Egg Scramble with Goat Cheese (Canada), May 2019

**Demands of child-centric pre-packaged meals vary by children's age**

Figure 41: "Meeting children's nutritional needs" or "taste preferences" would encourage consumers to purchase pre-packaged meals or side dishes more often, by age of children at home, May 2019

Figure 42: Health-related factors when choosing pre-packaged meals, by parental status, May 2019

Figure 43: Kraft Macaroni & Cheese Dinner (US), July 2018

Figure 44: Lunchables Around The World (US), November 2018

## Attitudes toward Pre-packaged Meals

**Consumers give pre-packaged meals credit for getting healthier**

Figure 45: Statements about health (% agree), May 2019

Figure 46: Statements about health (% agree), by age, May 2019

Figure 47: Statements about health (% agree), by location, May 2019

**Environmental considerations in packaging is of notable concern for consumers**

Figure 48: Statements about packaging (% agree), May 2019

Figure 49: Healthy Choice Chicken Sausage & Barley Bowl (Canada), November 2018

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Figure 50: TerraCycle Introduces Loop, May 2019

Figure 51: Statements about packaging (% agree), by parental status, May 2019

Figure 52: Statements about packaging (% agree), by location, May 2019

Figure 53: Statements about packaging (% agree), by income, May 2019

### Half of consumers want some element of involvement in preparation of pre-package meals

Figure 54: Statements about preparation (% agree), May 2019

Figure 55: Statements about preparation (% agree), by age, May 2019

Figure 56: Statements about preparation (% agree), by parental status, May 2019

Figure 57: Statements about preparation (% agree), students vs non-students, May 2019

### Appendix – Data Sources and Abbreviations

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

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