



Snacking Eating Habits - Motivations and Attitudes: Incl Impact of COVID-19 - Canada - May 2020

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This report looks at the following areas:

- COVID-19's impact on snack sales at grocery is likely to be generally positive as Canadians spend more time at home. That said, performance will vary by category given.
- Canadians will look to food to not only meet their physical needs, but their emotional needs as well as Canadians continue to socially distance. Depending on the category, there will be different ways for snacks to meet this need.
- Price is the most important consideration for Canadians when choosing what snacks to purchase. Depending on the depth and length of a COVID-19-induced recession, look for price's importance to increase.
- While there's room for flavour innovation, Canadians are generally more likely to be influenced by familiarity when choosing what snack foods they purchase. As consumers look for a sense of normalcy during the pandemic, familiarity may have more currency.
- Canadians have a 'sweet tooth'. 'Sweet' is easily the most popular flavour with Canadians, even when compared to Americans. Snacks with sweet flavours, or sweet combined with other flavours, are therefore more likely to hold general appeal with Canadians.

The habit of snacking remains engrained in Canadians' diets. This is not surprising given its breadth and the diversity of offerings. That said, this Report looks to build upon earlier research from Mintel in Canada to provide perspective on what Canadians are looking for from their snacks in order to help support companies' efforts around innovation and messaging. Questions addressed include, what snack foods prove most popular with Canadians by their own accounts, what considerations are more pressing when making snack food purchases, what flavours in snacks are more likely to prove appealing to Canadians, and how do their preferences differ from Americans, and what connections do consumers make, emotional or otherwise, to snacking? This is particularly pertinent in the COVID-19 era. As more Canadians look to their



"Snacking remains a central part of Canadians' eating habits and as they stay home because of COVID-19, snacking's role has intensified. More time at home means more occasions to 'nosh'. Snacking brands that are able to address consumers' needs in this moment may see their relevance increase now and in the future."

- Joel Gregoire, Associate Director for Food & Drink

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food to satiate both their physical and emotional needs, snacks can play a key role.

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- **Despite price's importance, Canadians show interest in premium snacks**
- **Canadians have a 'sweet tooth'**
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