

Emerging Flavours and Ingredients: Incl Impact of COVID-19 – Canada – September 2020

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- COVID-19 offers opportunity to promote flavour exploration and can be a source of comfort.
- In-home meal preparation will continue to experience a higher degree of importance versus foodservice, which elevates its position in exposing Canadians to 'new' flavours and ingredients.
- Age, gender and one's background impact Canadians' view of flavour and ingredients in different ways.
- Canadians clearly have a sweet tooth, but this does not exclude the importance of a variety of flavours.

The majority of Canadians are open to trying new flavours and ingredients. This Report quantitatively demonstrates the share of Canadians who are most interested in exploring new flavours and ingredients, the occasions at which Canadians say they are most likely to try new flavours and ingredients, how they learn about such, what flavours are most appealing to Canadians, what's most important when selecting ingredients to cook with at home and general attitudes in this space. The aim of this Report is to provide readers with an overview of what flavours appeal to Canadians and quantitatively demonstrate what matters to Canadians when it comes to these ingredients to inform marketing and product development initiatives.



“Canadians' demands of flavours and ingredients are complex. While many show a clear openness to trying new options, there's also a strong pull to familiarity that can also bring comfort.”

– Joel Gregoire, Associate Director for Food & Drink

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