

Attitudes toward Healthy Eating: Incl Impact of COVID-19 - Canada - December 2020

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Approach to healthy eating
- Canadian knowledge about healthy eating
- Attitudes towards online and in-store shopping
- Food and emotional wellness
- Shifts in approach to healthy eating and eating habits as a result of COVID-19

The consumer approach to healthy eating has always been about balancing goals with making realistic choices. Today, some 65% of Canadians report that their likelihood to make healthy food choices hasn't changed since the onset of the pandemic, yet the data also shows that eating habits have shifted – from eating more often throughout the day to cooking more indulgent foods. Brands need to encourage through nudges that are relevant and fun, but that can easily fit into consumers' existing routines. Functional claims will play a bigger role in helping to manage healthy choices, but also to validate less healthy choices like treats. The door is open for companies across virtually all categories to participate in the wellness conversation – it's time to think more about cross-category collaborations and brand extensions as people look to address their health in a more well-rounded way.



“The pandemic has vastly impacted the physical context surrounding eating – everything from where we are eating, to when, why or how often we are eating, even to who we are eating with. But we know that managing a healthy lifestyle has always been about balancing aspirational goals against realistic choices, and this holds true even now.”

- Carol Wong-Li, Associate Director Lifestyles & Leisure

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