

January 2018

Sauces and Marinades - Canada

As Canada's demographic landscape evolves, consumers' expectations of their food is evolving with it. Sauces and marinades are a large part of this evolution due to the category's impact in providing new and different flavours in a convenient fashion. As a result, companies that capitalize on evolving formats and flavours ...

November 2017

Fish and Seafood - Canada

"The overwhelming majority of Canadians eat fish and/or seafood. Yet while the industry enjoys usage from nine in 10 (87%) Canadians who eat fish and 72% seafood, it is also experiencing a transition. Per capita consumption is softening over the longer term as Canada's population evolves. This Report examines ...

October 2017

Home Meal Replacement - Canada

"HMR's growth reflects an increase in the importance of convenience in how Canadians get and prepare their food. This Report examines consumers' usage and perception of HMR in the Canadian market, helping retailers identify opportunities in the space. This Report also explores what foods consumers are more likely to eat ...

September 2017

Yogurt and Yogurt Drinks - Canada

"Yogurt's longer-term growth in the Canadian market is a broader reflection of what consumers are demanding from what they eat and drink. Yogurt is perceived, by many, to be healthy, tasty and convenient. As a category, yogurt has a history of producing innovations that capitalize on emerging areas in health ...

July 2017

Bakery Products: Bread - Canada

"Canadians are eating less bread according to market estimates from Mintel Market Sizes with just over a third of bread consumers agreeing they "try to limit the amount of bread they eat". With this market softness bread manufacturers have innovated to address consumers' concerns from a nutritional perspective and have ...

June 2017

Snack, Nutrition and Performance Bars - Canada

"The snack bars have experienced growth. This is undoubtedly spurred on by snacking's growth and a heightened demand for flexible food options that can be eaten when and where people want. As consumers live in an age where they can carry the contents of their lives wherever they go, snack ...

May 2017

Vegetables and Fruit - Canada

"Nearly all Canadians eat fruits and vegetables, though half of consumers claim they get the recommended servings of fruits and vegetables daily. Furthermore, a third of consumers state they are purchasing less produce as it's become more expensive, even as prices of fresh vegetables and fruit have dropped in the ...

April 2017

Cookies, Cakes and Sweet Goods - Canada

"Sweet baked goods are engrained into the Canadian diet. Indeed, donuts are up there with the most Canadian of foods along with peameal bacon and maple syrup. Despite this, challenges nevertheless exist. One barrier for consumers is health. While it may not prove credible to position sweet baked goods as ...

January 2017

Attitudes toward Healthy Eating - Canada



Food - Canada

"Canadians actively target healthy eating all or most of the time (76%). Healthy eating behaviours are seen to be a balancing act of both subtractive behaviours (ie cutting out 'bad' food qualities) and supplemental ones, where effort is made to include nutritious foods. Though highly interested in foods with health ...