

October 2019

Vitamins, Minerals and Supplements - Canada

"The vitamins, minerals and supplements market is large. Although VMS products are often highly specialized for different needs, the key drivers of usage are overall health and general wellbeing. Looking ahead, natural and organic food trends will likely become more prevalent in this market, with consumers putting more of a ...

September 2019

Ethnic Foods - Canada

"It's no surprise that the overwhelming share of Canadians say they eat internationally inspired foods in one form or another. What drives Canadians to do so is a yearning for culinary exploration and adventurous eating experiences. With most Canadians agreeing that they're "more open to eating international foods now than ...

August 2019

Prepared Meals - Frozen and Refrigerated - Canada

"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 ...

July 2019

Sports Nutrition - Canada

"While the sports nutrition industry is ostensibly designed for fitness and athleticism, it has successfully grown to the point of being used by half of consumers today. There is considerable variety of products in this market, which helps it resonate with so many individuals."

Scott Stewart, Senior Technology and Media ...

June 2019

Quick Service Restaurants - Canada

"The primary focus of this Report will be to better understand usage of quick service restaurants, the drivers and barriers to visits and the opportunities to leverage tactics such as new technology, unique flavours and emerging alternatives to meat. The findings of this Report are based on the results of ...

May 2019

Plant-based Food & Drink - Canada

"One of the biggest shifts in eating behaviours in Canada and in other markets has been the movement towards eating and drinking plant-based food and beverage alternatives. Does this represent a passing fad or a sustained, longer-term shift? Feedback gathered from Canadians for this Report suggests the latter. The base ...

April 2019

Salty Snacks - Canada

"Salty snack consumption is on the rise in Canada. The industry continues to adapt to evolving consumer needs, and it is reaping the benefits. While consumers first and foremost see salty snacks as a treat and a means to satisfy their cravings, the majority of eaters of salty snacks also ...

March 2019

Dips and Savory Spreads - Canada

"Dips and savoury spreads are engrained in the diet of many Canadians, be it vegetable-based, dairy-based, or other types of dips or spreads. That said, growth opportunities exist by not only focusing on what is

important to Canadians in terms of the category, such as flavour and convenience, but by ...

February 2019

Chocolate and Non-Chocolate Confectionary - Canada

"Canadians have a sweet tooth. They show a love for chocolate and for non-chocolate candy by virtue of the sheer number of Canadians who claim they turn to these categories. While Canadians may like what's familiar to them, there is also a notable portion that cite interest in options that ...

January 2019

Convenience Stores - Canada

"Convenience stores are a fixture in the Canadian retail market. With easily accessible locations and long business hours, they offer consumers a shopping option that is quick and easy. As retail has evolved in recent years – including grocery stores, big box stores and e-commerce – it is worthwhile to ...