

January 2023

Salty Snacks - Canada

“In 2022, snack consumption has largely not changed in comparison to the pre-pandemic era, with few notable exceptions. Potato chips remain king of the salty snack category, but cheese snacks are seeing significantly increased consumption and Hershey’s foray into the salty snack category is resulting in some new and innovative ...

December 2022

Chocolate and Non-Chocolate Confectionery - Canada

“Chocolate and non-chocolate candy remain immensely popular with Canadians, although according to consumer feedback, forward-looking growth appears challenged. The question this invites is, what can the confections industry do to support growth? While innovation will continue to be important for the category, focusing on how chocolate and candy contribute to ...

November 2022

RTD Alcoholic Beverages - Canada

“COVID-19 was a catalyst for the growth of RTD alcoholic beverages. As the world emerges from the pandemic, will the momentum continue? The outlook is broadly positive based on the variety and convenience RTD alcoholic beverages offer. RTD alcoholic beverages are reflective of a changing alcoholic beverage landscape where consumers ...

July 2022

Prepared Meals - Frozen and Refrigerated - Canada

“When the pandemic started, prepared meals sold in the frozen and refrigerated sections of grocery stores took on heightened importance. Frozen meals in particular met a specific need as they last longer and can be stocked up on. As Canada moves beyond the pandemic, the environment that bolstered the sales ...

Trends in Baked Goods - Canada

“The fact that almost every Canadian has enjoyed baked goods over the past three months leaves little room for growth from a penetration standpoint, but offers hope that consumer enthusiasm can be translated into growth through increased occasions. While health concerns will limit the types and quantities of baked goods ...

June 2022

Cheese - Canada

“Cheese is a staple of the Canadian diet to the extent that nearly everyone eats it. As such, the path to growth for the category is in driving frequency. The good news is cheese is one of the most versatile categories around as it’s sold in a wide variety of ...

May 2022

The Canadian Foodservice Consumer - Canada

“It’s been over two years of incredible challenges for the foodservice industry. There is positive momentum and broad usage, but lasting behaviour changes will delay its return to pre-pandemic levels.

Looking ahead, consumers’ increased comfort with digital tech opens the door for restaurants to differentiate and improve profitability with streamlined ...

Home Meal Replacement & Grocerants - Canada

“The main benefit that HMR (home meal replacement) offers is ease, particularly during weekday dinners. What would make HMR more appealing to many Canadians, however, is variety with a wider range of cuisines and combos. In this regard, HMR and ‘grocerants’ will continue to be particularly important for grocers serving ...

April 2022

Lunch Eating Habits - Motivations and Attitudes - Canada

"Among the different meal occasions, lunch has arguably been most impacted by the pandemic. Simply put, many Canadians shifted more of their lunches to inside their homes. As the impacts of the pandemic recede, the degree to which foodservice will recover is uncertain. An environment of rising inflation adds to ...

March 2022

Breakfast Eating Habits - Motivations and Attitudes - Canada

“Breakfast is the meal occasion that is most rooted in habit. The pandemic, however, has forced change on the occasion with shifting work arrangements. In this next normal, foodservice operators need to ensure that individuals can get the menu items they crave with minimal friction using the technology they rely ...

January 1970

Sustainability in Food - Canada

"The dramatic weather events of 2021 have only heightened Canadians' concern over the environment. As the spectre of climate change becomes more apparent, look for Canadians to become even more engaged on the issue when it comes to the purchase decisions they make. Brands will increasingly need to make sustainability ...