

### November 2019

#### RTD Alcoholic Beverages - Canada

"Ready-to-drink (RTD) alcoholic beverages are an area of key innovation in the broader alcohol segment. While beer and wine are the top primary drinks that Canadians reach for according to feedback, RTD alcoholic beverages rank as a compelling choice for consumers when asked what they "also drink". Beverages from the ...

### 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 ...

#### The Spirits Consumer - Canada

"Spirits as a category has enjoyed growth in recent years and Mintel forecasts points to continued upward momentum. That said, dynamics within the industry are evolving. While most consumers in Canada are "willing to pay for quality", many are also open to alternatives such a 'mocktails'. This is particularly apparent ...