

January 2017

Sweeteners and Attitudes Toward Sugar - Canada

"Sugar remains a staple product for Canadians as 87% use any kind of sugar or alternative sweetener. That said, the category faces challenges as seven out of 10 (69%) Canadians are concerned about the impact sugar has on their overall health. Notably, concerns extend beyond mere usage for cooking but ...

October 2016

Meat - Canada

"Canadians remain avid consumers of meat products, yet this does not mean the industry is without its challenges. Canada's changing population dynamic from a generational and immigration perspective means producers and retailers will need to continually adapt in order to address evolving preferences with respect to flavours and type (of ...

September 2016

Snacking Eating Habits - Motivations and Attitudes - Canada

Snacking is truly the fourth meal of the day for Canadians with its popularity extending to both in and out of home. Snacking is an adaptable occasion, and as such so must be manufacturers, retailers and foodservice operators to compete in the space. While health in snacking is important for ...

August 2016

Breakfast Eating Habits - Motivations and Attitudes - Canada

"The competition to be the go-to option at breakfast has never been fiercer as retail manufacturers and foodservice operators battle for share of stomach in the morning. While most Canadians look to breakfast to

help them start their day off right, “right” has different meanings for different consumer segments, as ...

May 2016

Ice Cream and Frozen Novelties - Canada

Canadians love ice cream. Some 90% of Canadians claim to eat single flavoured ice cream during the warmer months and with the exception of gelato, more than half of Canadians claim to eat ice cream at some point. Even with ice cream and frozen treats' relatively high penetration, the market ...

Dining Out - Canada

Canadians are dedicated patrons of foodservice outlets with some 94% who have eaten at a restaurant in the three months leading up to February 2016. However, tightening of budgets means that more consumers are spending in moderation and cutting back on treats – including dining out. As such, the industry ...

March 2016

Pasta, Rice, Noodles and Starches - Canada

"Paste, rice and noodles (PRN) enjoys near ubiquitous usage among Canadians. This, however, does not mean that the landscape is not changing. Pasta retail volume sales remained relatively steady between 2011 and 2015, while rice grew. As Canada's demographic mix changes, so too is what Canadians are eating."

February 2016

Ethnic Foods and Flavours - Canada

"The impact of immigration will undoubtedly continue to affect Canadians' demand for and usage of ethnic foods."

-Joel Gregoire, Senior Food & Drink Analyst

January 2016

Butter and Margarine - Canada

"Butter's advantage lies in two areas, its versatility, meaning its ability to be used both in recipes and as a spread, and in its perception of being a more natural option to margarine."