

February 2021

Attitudes Toward Healthy Eating: Incl Impact of COVID-19 - Canada

“The pandemic has vastly impacted the physical context surrounding eating – everything from where we are eating, to when, why or how often we are eating, even to who we are eating with. But we know that managing a healthy lifestyle has always been about balancing aspirational goals against realistic ...

November 2020

Meat: Incl Impact of COVID-19 - Canada

“Canadians’ attitudes towards meat are changing. Over twice the number Canadians say they are eating less than more meat compared to three years ago with health being the biggest reason for the shift. Meat’s impact on the environment and its rising cost emerge as other key reasons. While meat remains ...

October 2020

Emerging Flavours and Ingredients: Incl Impact of COVID-19 - Canada

“Canadians’ demands of flavours and ingredients are complex. While many show a clear openness to trying new options, there’s also a strong pull to familiarity that can also bring comfort. There is an opportunity for companies to expose Canadians to flavours and ingredients less commonly considered to offer variety, but ...

August 2020

Dining Out: Incl Impact of COVID-19 - Canada

“Two seemingly hyperbolic statements illustrate the current state of dining out: foodservice has arguably been the hardest-hit consumer industry by COVID-19 and 2020 so far has inarguably been the most challenging time in restaurant history.

July 2020

Ice Cream and Frozen Treats: Incl Impact of COVID-19 - Canada

“Regardless of the innovation in ice cream, the category’s success rests on a timeless and fundamental principle, which is to provide enjoyment. During the COVID-19 outbreak, this central tenet may be more important than ever and will remain so in the near term.”

Snacking Eating Habits - Motivations and Attitudes: Incl Impact of COVID-19 - Canada

“Snacking remains a central part of Canadians’ eating habits and as they stay home because of COVID-19, snacking’s role has intensified. More time at home means more occasions to ‘nosh’. Snacking brands that are able to address consumers’ needs in this moment may see their relevance increase now and in ...

March 2020

Trends in Baked Goods - Canada

"While the vast majority of Canadians still reach for baked goods, concerns around sugar and carbs persist. As a result, much of the innovation in the space looks to address apprehensions around health in baked goods, balancing this consideration with indulgence, which is particularly important when it comes to sweet ...

February 2020

Sustainability in Food - Canada

"A week seemingly doesn't pass when there isn't a dire warning about the precarious situation the planet is in and if standard practices aren't changed how the environment will worsen. Though this is not in debate, how consumers are responding and will respond, is. With respect to food and drink ...

January 2020

Meal Planning & Preparation - Canada

"The dreaded question “what’s for dinner?” is one that some 88% of Canadians are responsible for addressing during the week. While the large majority of Canadians plan ahead for weeknight dinners, only about half are successful in seeing their plans through, meaning that there is a need for more ...