December 2015

Consumer Attitudes Towards Lunchtime Food and Drink - Canada

"Depending on whom one is, expectations around lunch vary. While sandwiches remain the stalwart food of choice at lunch due to their flexibility and ease of use, what consumers expect from their lunches varies based on their age, gender or ethnicity."

November 2015

Consumer Attitudes Towards Private Label Food and Drink - Canada

"Nearly all grocery shoppers indicate that they include private label in their shopping baskets and store brands enjoy strong quality perceptions among a segment of consumers. Millennials (18-34-year-olds) are particularly strong advocates of private label, suggesting an area of focus to support growth."

September 2015

Free-from Food Trends - Canada

"While eight-in-ten consumers state that they purchase foods and/or beverages with free-from claims, two-thirds see them as a way for companies to charge more. This underscores the need for applicable manufacturers to invest in communicating the benefits that free-from products offer beyond placing labels on packaging, particularly around health ..."

July 2015

Hot and Cold Cereal - Canada

"The decline in cereal volume and value sales suggests challenges for the industry impacted by demographic changes. An aging population can adversely affect the cereal market as it is perceived to be a convenience food most frequently eaten by the time-starved. That said, Millennials aging into their family years can ..."

reports.mintel.com

June 2015

Bakery Products - Canada

"Consumers are very clear about what matters to them when it comes to selecting bakery products and that is freshness. While this is not startling, what is of note is how much other concerns are less important. Gluten-free has garnered a great deal of attention, but when asked consumers rate ...

May 2015

Ready and Prepared Meals - Canada

"Perception around the overall quality of ready-to-eat frozen meals is a challenge for the category. When asked, only one quarter of consumers prefer ready-to-eat meals when other options are available indicating efforts around freshness and authenticity are needed to support growth. Turning to category strengths, messaging that promotes ready-to-eat meals ...

April 2015

Chocolate Confectionery - Canada

"Demographic changes in Canada are likely to impact the chocolate confectionery industry. While an aging population presents challenges, this may be offset a Millennial cohort entering into their family and therefore 'prime chocolate eating' years. Canada's increasing reliance on immigration for population growth can also translate into an avenue of ...

March 2015

Pizza - Canada

"Sales challenges for in-store pizza highlight a need to develop and execute more targeted strategies that address specific population segments the category underperforms against and grow its frequency among those more likely to eat pizza. As the sales pie has shrunk, the battle for share of stomach versus other in-store ...

February 2015

Salty Snacks - Canada

"As consumers snack during many diverse occasions, manufacturers will be tasked with meeting their varying need states. While some consumers look for healthier salty snacks, others like to indulge on various varieties and flavours and prefer taste above all else."

January 2015

Sugar Confectionery - Canada

"Sugar and gum confectionery have broad appeal, but manufacturers are hampered by a number of industry problems. Consumers tend to eat confectionery only occasionally and their usage of gum is on the wane. Competition from other treat categories is taking candy and gum users away, and concern about childhood obesity ...