

September 2019

Ethnic Foods - Canada

"It's no surprise that the overwhelming share of Canadians say they eat internationally inspired foods in one form or another. What drives Canadians to do so is a yearning for culinary exploration and adventurous eating experiences. With most Canadians agreeing that they're "more open to eating international foods now than ...

August 2019

Prepared Meals - Frozen and Refrigerated - Canada

"While the majority of Canadians eat pre-packaged meals and Mintel forecasts growth in the segment, there are evident and nuanced differences in what motivates different consumers to turn to the category. As the broader competitive landscape continues to intensify, this Report looks to identify and understand the drivers for use ...

July 2019

Sports Nutrition - Canada

"While the sports nutrition industry is ostensibly designed for fitness and athleticism, it has successfully grown to the point of being used by half of consumers today. There is considerable variety of products in this market, which helps it resonate with so many individuals."

Scott Stewart, Senior Technology and Media ...