

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."

October 2015

Wine - Canada

Canada's wine industry has experienced growth in value and volume sales in recent years supported by an aging population and a general willingness to spend on quality wines. That said, consumer feedback suggests areas of prospective focus in order to build on the category's success such as the perception of ...

August 2015

Energy and Sports Drinks - Canada

"The challenge for energy drink brands is altering negative perceptions of their authenticity, as well as their negative side effects. Naturally sourced ingredients in energy and sports drinks are important to consumers, as is providing validity to the benefits of these ingredients and documentation of their origins through multimedia channels ...