

July 2023

Dairy & Non-Dairy Milk - Canada

“Canadians have never had so much choice when it comes to milk. The continued emergence of non-dairy options and innovation in the dairy space affords shoppers different levels of quality, types of benefits and flavours. This also means the milk space has never been more competitive. Understanding what Canadians want ...

May 2023

The Spirits Consumer - Canada

“Drinking in Canada has never been so exciting. Though beer and wine still are the most popular alcoholic beverages, spirits are gaining ground. From aspiring home bartenders to enthusiastic returns to dining in restaurants, more than half (56%) of Canadians are imbibing spirits or cocktails. While inflationary economic pressures are ...