



8 CANADIAN FOOD INDUSTRY TRENDS!



BRAQUE –
“WHAT’S ON YOUR PLATE? 8 CANADIAN FOOD
INDUSTRY TRENDS FOR 2021!”

PREPARED BY Food Distribution Guy
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The Canadian food and beverage industry are ever-evolving and it has become apparent that only the adaptable brands will survive. This evolution is driven by a more diversified population, consumers wish to understand the ingredients of the food they are eating, consumers' quest for great transparency, and consumers' new expectations of the food industry and their quest for healthier food options.

Braque is a 360-degree Canadian based marketing agency since 1992. (www.braque.ca). They nourish agri-food companies with data, strategic advice, and creative solutions. Today they have an entire international team dedicated to food marketing brands. This report provides an in-depth summary of Braque's webinar titled: *"What's on Your Plate? 8 Canadian Food Industry Trends for 2021!"*

1. Transparency, Ethics, and Responsible Consumption:

- Consumers seek brands that correspond with their personal values.
- 3 out of 5 consumers would like to learn more about the food they eat and how it is made.
- Want transparency on the promises and benefits of your product.
- 62% of Canadians are more susceptible to purchase products from a brand that contributes to the well-being of society.
- Increase in the popularity of the climatarian diet, products that have the least environmental impact.
- Brands should communicate more about where their ingredients come from, the ethical conditions in which their products are manufactured and their environmental impact.

2. Innovative and Environmentally Responsible Packaging:

- A growing interest in environmentally responsible packaging. 55% of Canadians willing to pay more for biodegradable packaging.
- Four key packaging elements:
 1. Reusable packaging.
 2. Plant-based packaging.
 3. Packaging made from 100% recycled plastic.
 4. Smart packaging – Invisible bar code on packaging and QR code.

3. Functional Foods:

- Consumers seeking nutrient-enriched products. (i.e.: high in fibre and protein).
- 60% of Canadians actively looking for products that boost the immune system in addition to products that will reduce stress and improve wellness.
- Brands should offer products that offer protein, vitamins, fibre, antioxidants, and probiotic enriched products. Communicate the health and wellness benefits of your products.
- Where consumers purchase functional products: 1. Grocery stores (39%), 2. Specialty nutrition retailers (38%), and online retailers (8%).

4. The Veggie Revolution:

- Strong interest not only in meat alternatives but in all products that are not animal based.
- Increase in the popularity of the flexitarian diet. 40% of Canadians say they are open to reducing their meat consumption.

5. Home Cooking:

- 40% of Canadians doing more cooking from home.
- Canadians seeking new and innovative products.
- Consumers trying to re-create the restaurant experience at home. Seek superior quality products.
- Consumers will continue to turn to meal kits. 12.6% of Canadians have used meal kit services in recent months.

6. E-commerce:

- Online shopping has increased 86% since 2019.
- Convenience (34%) and health (14%), top 2 reasons for embracing e-commerce.
- Close to 50% of Canadians intend to order food online at least once a week after the pandemic.
- To capture this segment brands should hire a professional food photographer and communicate online as much as brands can about their products – ingredients, manufacturing process.

7. Increasing Popularity of Store Brands:

- A significant surge in popularity of store brands due to grocery store shortages and households reducing their spending.
- This past holiday season, 90% of Canadians said they would exchange their national brand product for their store brand counterparts in at least one category.
- Strong enthusiasm for store brands among 18 to 29 year olds.
- How brands can compete with store brands:
 1. Concentrate on recipes and unique flavours.
 2. Innovation. Listen to your customers.
 3. Distinguish yourselves with social and environmental initiatives.

8. Looking To Export:

- From January to October 2020, Canadian exports reached \$61B, 10% higher as compared to October 2019.
- Innovation, Science and Economic Development Canada estimates that the country could rank 5th worldwide in the food sector by 2025.
- Most promising markets for Canadian business outside the US, European Union, and Asia Pacific.

WHAT TO KEEP IN MIND:

1. Brands need to look to innovation rather than wait for “return to normal”.
2. Canadians are more willing than ever to try new products and new culinary experiences.
3. It is imperative to invest in sustainable development.
4. Digital transformation is essential to effectively reach consumers and adapt to new shopping habits

FOOD DISTRIBUTION GUY PROFILE

Food Distribution Guy provides industry expertise and creative strategies for emerging and established food businesses that assist them in breaking through the competitive landscape and “Getting and Staying” listed in the grocery and health store sector. Our role is to help ensure your success is sustainable in the long-term & to assist you in obtaining the distribution of your products through the appropriate channels (traditional grocery, health stores, mass merchandiser, club, general merchandise, C-stores) available for retailing your product.



Richard Baker is CEO and Founder of Food Distribution Guy. He is a skilled strategic branding and award-winning marketing expert who assists food and beverage manufacturers to break through the competitive landscape in the grocery sector and achieve distribution.

416-768-7648

www.fooddistributionguy.com

richard@fooddistributionguy.com



@richardecbaker