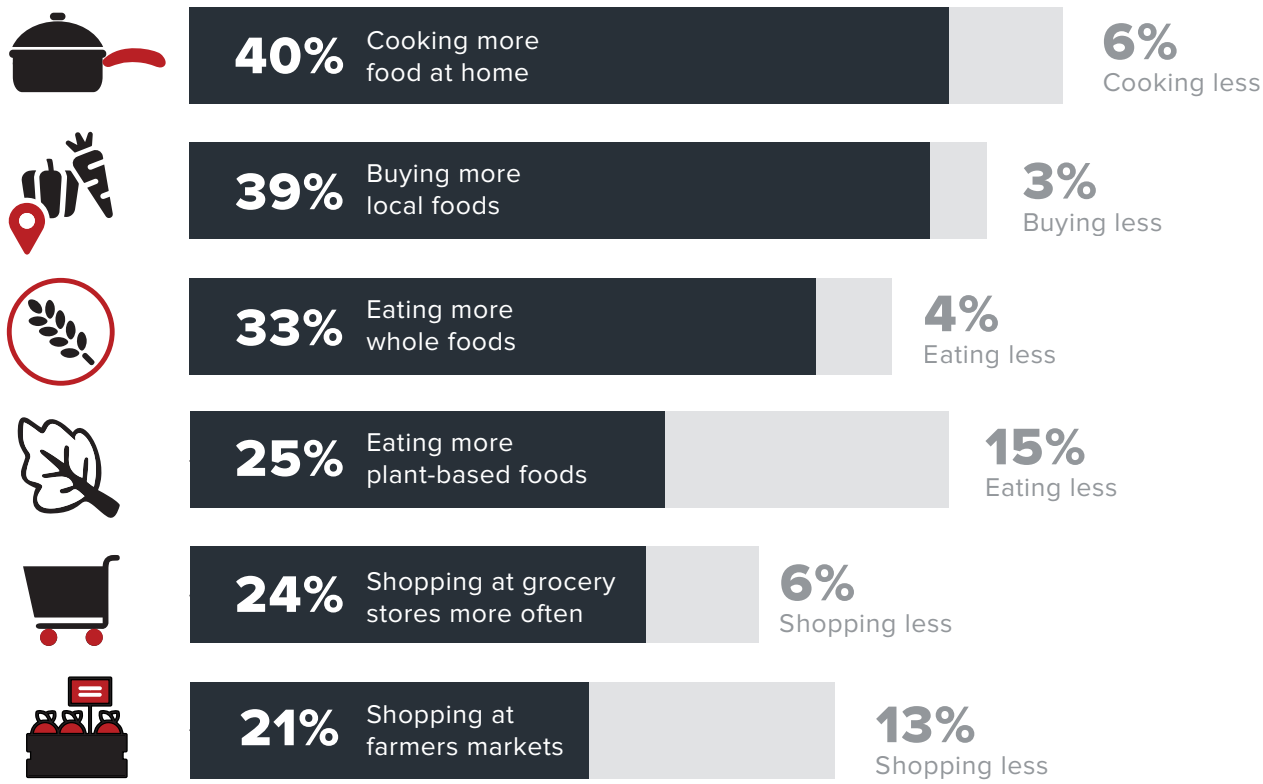


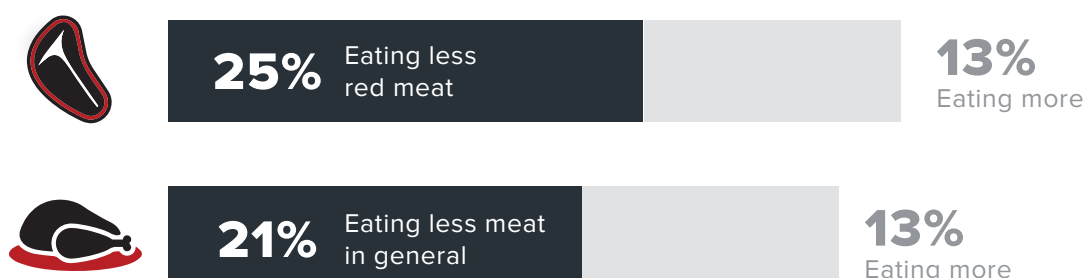


WHAT ARE CANADIANS DOING MORE OF THESE DAYS?



WHAT ARE CANADIANS DOING LESS OF THESE DAYS?

IN THE PAST 12 MONTHS, CANADIANS ARE...



IS COST A FACTOR IN THE CHANGING TASTES OF CANADIANS?

Canadians say cost is a big factor as to why they do not...

But cost is not a factor for:



FOOD FADS VS. FOOD FUTURE



66%

of Canadians feel that plant-based meat alternatives (e.g., Beyond Meat) are a fad that will eventually decrease in popularity

(34% think they're the future of food consumption)



57%

of Canadians feel that non-dairy milk (e.g., soy milk, almond milk) are a fad that will eventually decrease in popularity

(43% think they're the future of food consumption)

When it comes to food delivery...

64%

of Canadians feel food delivery apps (e.g., SkipTheDishes, Uber Eats) are the future of food

(36% think they will decrease in popularity)

