

free webinar

WHAT'S ON YOUR PLATE

8

Canadian food industry trends for 2021

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Food marketing experts
**in the business of our
clients' business,**
since 1992.

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Before diving into 2021...

2020

01

Home Cooking

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Last May, **40%** of
Canadians said that
they had been
**cooking more since
the beginning of
the pandemic**
(Nielsen)

Revamped staples to break out of the routine

A man and a woman are in a kitchen, smiling and looking at a tablet. The man is holding the tablet, and the woman is pointing at the screen. They are both wearing aprons. The kitchen has white tiled walls and shelves with various items. The text "Recreating the restaurant experience at home" is overlaid in white on the image.

Recreating the restaurant
experience at home

A woman with blonde hair tied back is shown from the side, opening a large cardboard box. She is using scissors to cut the tape. Inside the box, various fresh vegetables like mushrooms and leafy greens are visible. The entire image has a teal overlay.

Growing interest for meal kit services

12.8% of Canadians
used **meal kit
services** in recent
months
(Agri-Food Analytics Lab)

How to keep up with this trend

- Offer staples (pasta, sauces, cereal, flour, proteins, condiments, etc.) with **unconventional flavour combinations**
- Offer **high-end products** that recreate the experience of eating out at home (condiments, sauces, premium cocktail mixes, etc.)
- Offer solutions to **simplify home meal preparation**

02

E-commerce

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Incredible growth of the online food retailing sector

**Online food
retailing in Canada**
has jumped **86%** as
compared to 2019
(Agri-Food Analytics Lab)



Two main reasons:
first, convenience;
second, health concerns



Online grocery shopping: a lasting new habit adopted by Canadians

49.4% of Canadians
intend to **order food
online at least once a
week** after the
pandemic
(Agri-Food Analytics Lab)

How to keep up with this trend

	Direct sales	Indirect sales
Pros	<ul style="list-style-type: none">• Control of your products' retail price and ability to achieve a much higher profit margin.• Control of your brand image, relationships with your consumers and your online sale strategy.• You can collect demographic and behavioural data about your clients to personalise the user experience and refine your sales strategies.	<ul style="list-style-type: none">• You benefit from distributor's infrastructure experience.• Share shipping and storage costs.• No need to build and maintain an e-commerce platform yourself.• Distributor already has good reputation and clientele.
Cons	<ul style="list-style-type: none">• Investment required to create and manage online store.• Investment required to create awareness and attract consumers to your site.• Potential problems related to product shipping logistics.	<ul style="list-style-type: none">• Retail price pressure and profit sharing with distributor.• Reduced or even no direct contact with consumers, which makes it more difficult to build customer relationships.• Competition with other brands in the same space, including store brands.

Online sales tips

- For photos of food and prepared meals, **hire a professional food photographer**
- Never skimp on the **quality of your packaging for deliveries**
- Make the most of the space you have on your product pages by **communicating as much as you can about your products** (ingredients, advantages, manufacturing process, etc.)
- **Bring your brand to life online** with social media, digital advertising and content creation

03


Functional foods

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Search for nutrient enriched products

(examples: fibre and protein enriched corn chips,
juices with added probiotics)



Interest in foods that boost the immune system

60% of consumers are
actively looking for
**products that boost
their immune systems.**

(Innova Market Insights)

The background is a solid teal color. Overlaid on this background are faint, semi-transparent images of dried herbs and roots, and a portion of a woven basket in the bottom right corner.

New products to reduce stress and improve wellness: CBD and adaptogenic plants

(herbs, roots and mushrooms that help the body deal with various types of stress)


How to keep up with this trend

- Offer **protein, vitamin, fibre, antioxidant** and **probiotic enriched** products
- Experiment with **CBD** and **adaptogenic plants** in your food products
- Communicate the **health and wellness benefits** of your products

04

The veggie revolution

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Interest not only in meat alternatives, but in all products that are not animal-based

The plant-based meat market is estimated to reach **US\$220 million in 2022**, which represents a US\$100 million increase since 2015
(Statista)

A person is holding a white bowl filled with a plant-based meal, which includes chickpeas, diced vegetables, and a slice of avocado. They are using a silver fork to eat. The background is a textured, light-colored surface. The entire image is overlaid with a semi-transparent teal filter.

Increasingly diversified
and accessible plant-
based options

The background is a solid teal color with a faint, repeating pattern of various food items including fruits like kiwi, avocado, and citrus slices, as well as vegetables like carrots and leafy greens, and some grains or seeds.

40% of Canadians say
they are open to
reducing their **meat**
consumption

(Statista)

Increase in the popularity of the flexitarian diet

How to keep up with this trend

- Incorporate **vegetarian and vegan options** to your product lines
- If your products are already vegetarian or vegan, don't forget to **mention it on your packaging**
- Create content and share **vegetarian recipes** featuring your products

05

Transparency, ethics and responsible consumption

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Transparency: 2021's #1 trend

3 out of 5
consumers say they
would like to **learn more**
about the food they eat
and how it is made
(Innova Market Insights)



Desire to support local businesses
that have a story and a mission

Emerging support towards
entrepreneurs from specific
communities and minorities

62% of Canadian
consumers are more
susceptible to buy
products from a **brand
that contributes to the
well-being of society**
(EY Future Consumer Index)

A background image showing a person's hands washing vegetables in a kitchen sink. The scene is overlaid with a semi-transparent teal color. The person is wearing a striped shirt. A glass pitcher is visible on the right side of the sink.

Willingness to reduce the
ecological impact of one's diet

Increase in the popularity of
the climatarian diet

How to keep up with this trend

- Communicate more about **where your ingredients come from**, the **ethical conditions** in which your products were made and their **environmental impacts**
- Opt for a ***clean label***
- Communicate about your company's **mission** and **values**
- Support **self-help causes** and **initiatives**

06

**Innovative and
environmentally
responsible packaging**

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Growing interest in environmentally responsible packaging

55% of Canadians
would be ready
to **pay more for
biodegradable
packaging**
(Agri-Food Analytics Lab)

The background image, overlaid with a teal tint, shows various reusable packaging items. On the left is a large, open, white plastic food container. In the center are two black reusable coffee cups with black lids and black and white striped straws. To the right is a white ceramic bowl. In the foreground, there are several smaller white containers, including a rectangular one and a round one. The overall scene suggests a focus on sustainable and reusable food and beverage packaging.

Reusable packaging



A teal-tinted background image showing a pair of hands carefully placing a piece of produce, possibly a tomato, into a small, rectangular, plant-based packaging container. Surrounding the hands are various fresh items: a bunch of grapes, a whole bell pepper, a bunch of leafy greens, and a long cucumber. The scene is set on a light-colored surface, emphasizing the freshness and natural origin of the products and packaging.

Plant-based packaging

I AM NOT PLASTIC

**STAK
SHED**

HONEST SNACKING...

CARNIVAL MIX

A MIX OF PRETZELS, PEANUTS,
SMOKED ALMONDS,
CASHEWS AND
DRIED CRANBERRIES





Packaging made from
100% recycled plastic



ORIGINAL TASTE *Coca-Cola*



**PANTA
MIG IGEN**

Jag är gjord av 100% återvunnen plast

Tillverkad i Sverige

ORIGINAL TASTE *Coca-Cola*



**PANTA
MIG IGEN**

Jag är gjord av 100% återvunnen plast

Tillverkad i Sverige

Smart packaging







just. better.

Every delicious cup of Ethical Bean Coffee has been crafted with one simple idea in mind: To make the best Fairtrade Certified coffee on the planet. Period. If you're as we're concerned, doing good should be rewarded with the best tastes spectacular.

From a whispering-at-the-temple to a grab-you-by-the-lapels bold, exceptional coffees is made. The best Fairtrade Certified Organic coffee is roasted in Vancouver, Canada, and then it's stamped with an "ethically sourced" stamp. We love it with the same passion that we love creating it.

Dark but not too dark. Edgy on the one hand, seductively smooth on the other, you might want to take two.



How to keep up with this trend

- Rethink the **materials** used in your packaging, the **shape and size** of your packaging and your **shipping supplies**
- Talk to your **current packaging supplier** to learn about their sustainable packaging options
- Mention on your label the **environmentally responsible attributes** of your packaging

07

Look to exporting

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Essential step to ensure the
economic growth of many
local farmers and food
manufacturers, while
diversifying their offer

From January to
October 2020, **Canadian
exports** reached
\$61 billion, 10% higher
as compared to October
2019



Strong growth in Canadian exports

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 businesses:

United States

European Union

Asia-Pacific




How to keep up with this trend

- Study the target market to adapt your **products and communications**
- Seek **administrative and operational support** from organizations that support companies in export projects (e.g. Agri-Food Export Group, EDC, etc.)
- Seek **financial support** from programs that support Canadian business export projects (examples: FCC, EDC, etc.)

08


The increasing popularity of store brands

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Significant surge in
popularity for store brands
due to grocery store
shortages and households
reducing their spending

This past holiday season, 90% of Canadian consumers said they would **exchange their national brand products for their store brand counterparts** in at least one category
(EY Future consumer Index)



Several major grocery chains
invested in rebranding their
store brands, in advertising
campaigns and in offering a
wider variety of products

A young man and woman are shopping in a grocery store aisle. The man is on the left, looking down at a product on a shelf. The woman is on the right, smiling and looking at the same product. She is holding a black shopping basket. The background shows shelves stocked with various grocery items. The entire image is overlaid with a semi-transparent teal color, and white text is centered over the middle.

Strong enthusiasm
for store brands among
18 to 29 year olds

How to keep up with this trend

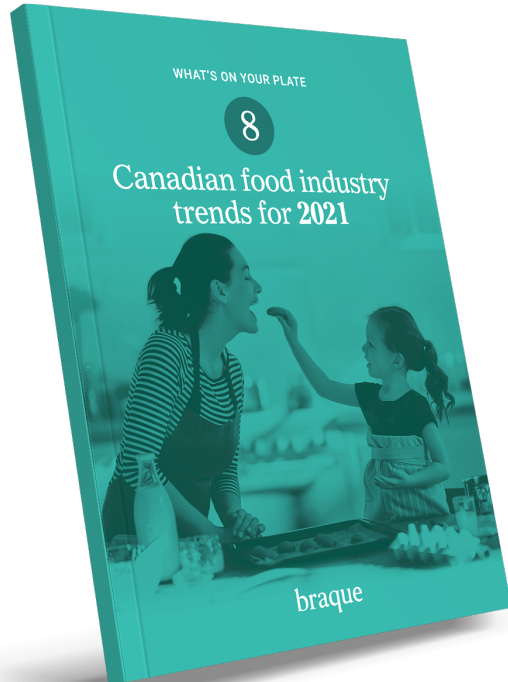
- Concentrate on your **recipe and unique flavours**
(original recipes and superior quality ingredients)
- Get a head start by being **innovative** and offering new products that are **adapted to your customers' current needs**
- Distinguish yourself with your **social and environmental initiatives**

In conclusion

What to keep in mind

1. Brands need to **look to innovation** rather than wait for a “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 their new shopping habits

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Need **a hand?**

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Questions