



# UPFRONT

Quarterly tracking of category purchase intent and front-of-pack label awareness, impression and impact

As Canadian food and beverage manufacturers gear up for the mandatory implementation of **front-of-pack (FOP)** nutrition symbols in 2026, understanding consumer perception and purchase behavior related to these labels is paramount. Ipsos's latest product offering provides a comprehensive market measurement tool to understand how these new labels are impacting consumer awareness, purchase decisions, and category dynamics. In addition to benchmark metrics, we will track continuous changes in consumer behaviour resulting from this legislation.

## How It's Used

Coupled with the decades long experience of the dedicated Ipsos syndicated Food and Beverage team, UpFront helps food and beverage consumer packaged goods and retailers with category management, planning and communications strategies.

The study will **validate** the following questions:

- How will consumers react to the new nutrition symbols?
- Will those symbols change what people buy, and in which categories?
- Which consumers are most influenced by the symbols?

Study **benefits** include:

- Data to improve products, marketing, and stay ahead of competitors.
- Tracking consumer behavior over time and focusing on priority categories.
- Assess potential impact on purchase behaviour

## How We Do It

Quarterly fielding, starting February 2025

Sample of 2K adults per wave

Nationally represented sample

Device agnostic study gen pop survey

## We Provide



Bi-Annual Standard KPI Excel tables



Annual PowerPoint report

## Survey Content

The study focuses on tracking and assessing three sections:

### 1. Category Purchase Recency/Intent

Identifies select food and beverage categories purchased in the past three months and what consumers plan to buy soon. Will allow tracking of FOP label awareness based on categories purchased.

### 2. Awareness and Impressions

Gauges how aware consumers are of the new nutrition symbols. It explores their initial impressions and expectations of these labels. This helps understand consumer sentiment and how it might evolve.

### 3. Purchase Behaviour Impact

Examines how the FOP symbols would affect what consumers buy. It asks if they would buy the same amount, less, switch brands, or stop buying altogether. This provides crucial data on the potential impact of the labels on actual purchase decisions.

**For more information, please contact:**

**Asad Amin**

SVP, Head of Syndicated Solutions

[Asad.Amin@Ipsos.com](mailto:Asad.Amin@Ipsos.com)

**Mauricio Vieira**

VP, Food and Beverage

[Mauricio.Vieira@Ipsos.com](mailto:Mauricio.Vieira@Ipsos.com)

**Monica Georgescu**

Senior Account Manager

[Monica.Georgescu@Ipsos.com](mailto:Monica.Georgescu@Ipsos.com)