



CANADA CHATS 2022 TRENDS REPORT OVERVIEW

The Consumer in Transition

Release Date November 30th, 2021

After a very tumultuous 18 months with many moving pieces disrupting business operations, it seems hard to think about trends—food, beverage or otherwise.

Trends seem a thing more relevant to less disruptive times. Chaos, however, is an incredibly powerful trigger of change and trends emerge regardless of whether we are experiencing growth booms or busts.

Regardless of where you are positioned in today’s market, it remains important to keep your finger on the pulse of emerging trends by measuring their momentum and determining how they influence consumers’ choices. An annualized trends assessment is critical so you can harness their power for future growth and innovation rather than merely waiting and reacting to their force.

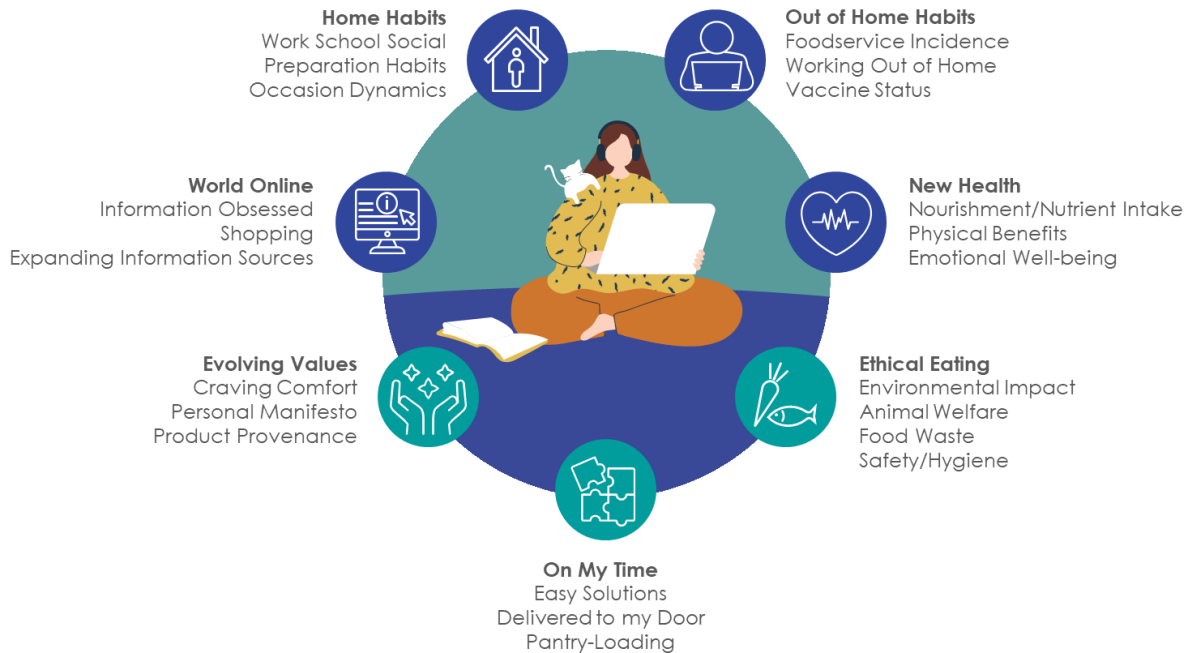
To begin, despite re-opening of national and local economies, it is important to understand that many consumers will continue to exist in a state of caution and anxiety. After more than a year and a half of heightened uncertainty, the data is clear, the consumer psyche has been indelibly imprinted by our ongoing pandemic experience.

While many consumers have focused on meeting needs around comfort and indulgence as a way to uplift and augment homebound experiences, others have focused on controlling what they eat and drink as a way to, in part, control their environment.

At Ipsos, we’ve been studying the topic of consumption trends, both at home and away from home since 2013 through our daily syndicated food and beverage tracking diaries fielded to over 400,000 Canadians over that time.

In the upcoming release of Canada CHATS 2022, 8th edition, we mark the continued investigation shifting consumption patterns, preferences and lifestyle dynamics with a key focus on evaluating changes versus the pre-pandemic period to assist our clients in determining which habits will stick moving forward.

1. What’s Trending...an investigation of:



2. The Dayparts

Evaluate evolving venue dynamics (where items were sourced), identify changes in food and beverage consumption rates and investigate key situational dynamics critical to impacting choices like where consumed, who consumed with, functional motivations and emotive attitudes, health statuses, appliance usage, time spent, label reading habits, etc. by daypart:

- Breakfast – Starting your Day with Energy (Role of Hot Breakfast vs. Cold Breakfast)
- Lunch – Filling Mid-day Needs
- Dinner – The Rise of Lifestyle Meal Solutions (Pantry Meals, Omnivore Meals, Vegan/Vegetarian Meals, Low-Waste Meals, Takeout Meals, Mental Health Meals); Dinner Prep Habits; Appliance Usage; Social vs. Solo Dining
- Snacking – Customizing the Snacking Fit (Role of Indulgence vs. Health); Beverages at Snack; Sweet vs. Spicy/Savoury Snacks

Main Report Sources

Ipsos FIVE – FIVE is a daily on-line diary capturing everything an individual ate and drank yesterday across all categories/ brands, all dayparts and all venues (including out of home channels). We also track situational dynamics, item preparation, motivations, health statuses, lifestyle habits and purchase dynamics driving item choice. The study is a strategic targeting tool that launched in 2013 and provides an unparalleled view of consumption among over 20,000 individuals annually aged 2+ years

Ipsos Foodservice Monitor (FSM) – FSM is an ongoing daily market measurement tool detailing what individual consumers purchased from *foodservice* channels (Quick-Service Restaurants, Full-Serve Restaurants and Home-Meal-Replacement Retail channels) yesterday including market sizing, operator share and performance, average eater cheque and top items ordered. FSM tracks over 35,000 individuals annually and links consumer needs with behaviour to offer a 360 degree look at the commercial foodservice experience in Canada.

Deliverables Include: Resource Power Point Report in PDF format (approx. 85-90 slides) accompanied by a live one-hour presentation report with some customization. Additional hours for follow-ups and further queries available upon request.

Report Pricing: **\$35K**

Early Bird Pricing: **\$30K (in place until November 1st)**

For more information contact Kathy Perrotta at Kathy.perrotta@ipsos.com or call me at 416.721.2151.