



# CANADA

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## RETAIL TRENDS

After three years of flat growth the Canadian grocery industry saw total sales increase by 2.1% in 2015. This was the result of a few new stores opening plus food **price inflation** for the first time in almost five years. **New supermarkets tend to be smaller** than those opened in the past reflecting a trend towards more neighborly retailers.

Full assortment Asian supermarkets continue to open at a rapid pace appealing to non-Asians as well as Asians.

**Healthy products** continue increasing in great numbers at retail outlets.

## CONSUMER TRENDS

Canadian consumers, despite food price inflation, still spend less of their disposable income on food than almost any other country, the percentage in 2015 remaining at 9.17%. **Consumers here remain addicted to getting the lowest prices possible**, while seeking top quality. Shoppers have become experts in reading ingredient labels and **seek out healthier products**, avoiding products with excess fat, sugar, or salt. **Click and collect** retailing is in its infancy and may never reach the levels seen in Europe.

## TREND 1: SMARTSHOPPING

Canadian consumers show a great deal of knowledge of the products, their ingredients and their benefits. They seek products that provide health benefits, and they do not want to pay more than necessary to get them. Products purchased at a discount now total 40% of all purchases.

### HASKAP MAPLE SYRUP

Brand: Haskapa Products

Launch date: 01/2015

Category: Grocery

Family: JAMS / FRUIT IN SYRUP / SPREADS

**General description:** This product is a unique blend of haskap juice with maple syrup bringing out the flavor of the berry with a hint of maple. Haskap berries provide a wealth of nutritional antioxidants. Haskap Maple Syrup is an incredibly versatile product. Besides the usual syrup uses, it can be a cocktail ingredient, mixed with plain yogurt or even used as a topping for ice cream.

**Why is this product a success?** It's a new twist on traditional maple syrup where the maple syrup taste is secondary to the great taste of haskap berries. It has proved to be incredibly versatile, from a topping for pancakes and waffles, to a flavor for yogurt to a cocktail mix.





## TREND 2: HEALTHY EATING

For the last eight years Canadians have increased their purchases of food at discounted prices. In 2015 the percentage of food bought at discounted prices touched 40%. But Canadians are devoted to finding healthier products, seeking out natural, organic, fresh, nutraceuticals, and any product that can be considered "good for me."

### REAL COCONUT WHIPPED CREAM

Brand: GayLea Foods Co-operative

Launch date: 11/2014

Category: Grocery

Family: Condiments and sauces

**General description:** Gay Lea, Coconut Whipped Cream, is made with real coconut cream and is unique to the market, most likely unique in the world. It has an array of clean ingredients which will appeal to consumers who are health conscious and into all things natural. In addition, it's vegan certified.

**Why is this product a success?** The goal was to create a product that would deliver a unique flavor experience while addressing the growing consumer demand for products with natural ingredients. The key characteristics of this product are simplicity, convenience and exceptional taste.



## TREND 3: CONVENIENCE

Canadians remain preoccupied with convenience products. Anything to save time and effort is likely to become popular, and it will remain so if it is a healthy product, tastes good and is priced right. Also, almost every new condominium in Canada has a grocery store in it to be more convenient for the tenants.

### NUPASTA

Brand: NuPasta

Launch date: 12/2014

Category: Grocery

Family: SHELF STABLE READY MEALS (preserved, dried)



**General description:** NuPasta is a unique formulation for konjac root that results in a pasta substitute that has all the characteristics of traditional pasta but with higher fiber content and one tenth of the calories. Konjac has been consumed in Japan for years but its taste is unacceptable to Western consumers. The formulation and composition were created in Canada to modify the taste of konjac so that it appeals to Western tastes. Shelf stable, the product is gluten-free, non-GMO, Halal and Kosher.



**Why is this product a success?** NuPasta is a unique pasta substitute that is high in fiber and low in calories. Very convenient, the consumer simply opens the package, drains the pasta, and adds it to heated sauce. It's ready to eat in a minute. Spaghetti, angel hair & fettuccine varieties are offered.



## NEW RETAIL CONCEPT

A store in Quebec is totally devoted to seafood, with separate displays and decor for each species of seafood, from lobster to squid, from cod to haddock, from herring to tilapia, etc. **Adonis stores in Quebec and Ontario** are geared to a middle-eastern customer but have great appeal to non-middle-eastern shoppers as well.

## OTHER MAJOR RETAILERS

**Urban Fare stores** in British Columbia are high-end specialty stores that sell only the finest products from around the world, no matter what the price. Products are often flown in from other countries.

## DO NOT MISS

**Longo's Laird Drive store** in Toronto because it is an exceptional conversion of an old railway station, with the best selection of products in the city and the best trained staff in Canada.

**Loblaw's Maple Leaf Gardens store** in Toronto because it experiments with all the latest retailing techniques and ideas, and holds a series of special events.

**Farm Boy stores** because they are totally devoted to fresh foods and healthy eating.