Natural and Organic Foods and Beverages in Canada

Canadian consumers have embraced natural and organic foods, and that market has enjoyed consistently strong growth in the past five years.

In our new report, Natural and Organic Foods and Beverages in Canada, Packaged Facts examines the sales and demographic trends that have influenced – and will continue to affect – growth in this segment. One of these trends is the popularity of natural foods among Canadian consumers. Unlike in the U.S., where organic foods have the lion's share of sales, in Canada natural foods take a majority slice. The natural category finally managed to surpass the organic category in 2013, comprising just over 50% of all natural and organic food and beverage sales on the strength of a typically lower price point coupled with higher Canadian consumer confidence in “natural” claims over products certified as organic.

While market growth was slightly lower at 8.7% in 2014 due to a slightly cooler Canadian economy, Packaged Facts forecasts a CAGR of over 11% between 2014 and 2019 for natural and organic food and beverage sales in Canada, with millennials and South Asian and Chinese ethnic groups helping to spur growth. Product segments that will grow faster than the overall market include organic baby foods and fair trade organic coffee, as well as meats with natural and Certified Humane labels. Non-GMO labeling for both natural and organic products will also be a strong marketing tool over the forecast period.

Natural and Organic Foods and Beverages in Canada contains comprehensive data on the Canadian market for natural and organic foods and beverages, including historical (2009-2013) and forecasted (2014-2019) retail sales quantification. The report discusses key trends affecting the marketplace, trends driving growth, and consumer demographics. In addition, the report profiles major natural and organic product producers.

Report Methodology

The information in Natural and Organic Foods and Beverages in Canada is based on primary and secondary research. Primary research entailed in-depth, on-site examinations of retail outlets and interviews with companies, distributors, and retailers to obtain information on new product and packaging trends, marketing programs, distribution methods, and technological breakthroughs. Secondary research entailed data gathering from relevant sources, including consumer and industry publications, newspapers, government reports, company literature, and corporate annual reports. Sales of packaged products are based on available sales data from publicly traded marketers of natural and organic products, estimates reported in the trade and consumer press, industry experts, and participating manufacturers and retail outlets. Consumer findings are derived from Packaged Facts' proprietary survey conducted in May 2014 expressly for this report, which provides current data on consumers' purchasing habits, preferences, and perspectives.

What You'll Get in This Report

Natural and Organic Foods and Beverages in Canada makes important predictions and recommendations regarding the future of this market, and pinpoints ways current and prospective players can capitalize on current trends and spearhead new ones. No other market research report provides both the comprehensive analysis and extensive data that Natural and Organic Foods and Beverages in Canada offers. Plus, you'll benefit from extensive data, presented in easy-to-read and practical charts, tables, and graphs.

How You'll Benefit from This Report

If your company is already doing business in the natural and organic food and beverage market, or is considering making the leap, you will find this report invaluable, as it provides a comprehensive package of information and insight not offered in any other single source. You will gain a thorough understanding of the current market for natural and organic foods and beverages in Canada, as well as projected markets and trends through 2019.

This report will help:
Marketing managers identify market opportunities and develop targeted promotion plans for natural and organic foods and beverages.

Research and development professionals stay on top of competitor initiatives and explore demand for natural and organic foods and beverages.

Advertising agencies working with clients in the banking and retail industries understand the product buyer to develop messages and images that compel consumers to buy natural and organic groceries.

Business development executives understand the dynamics of the market and identify possible partnerships.

Information and research center librarians provide market researchers, brand and product managers, and other colleagues with the vital information they need to do their jobs more effectively.

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