

# Eating Patterns in Canada



## What's for supper?: Supper solutions and the role of HMR in supper meal occasions.

The NPD Group and Nielsen have joined together to present an unparalleled view of Canadians' "share of stomach." Eating Patterns in Canada is the definitive source for detailed information on eating and drinking habits in the country. It provides a unique look at the motivations behind Canadians' choices about what they eat and drink.

This edition of Eating Patterns in Canada explores the supper meal occasion with a special focus on home meal replacements (HMRs), an exciting trend in the grocery landscape. Readers will find insights into the different supper solutions Canadians choose from, as well as an in-depth look at the impact that perceptions of quality, cost, and time involved have on consumers' meal decisions. The report then dives deep to examine how HMRs satisfy Canadians' current supper needs and where opportunities exist to develop the sector further.

Both manufacturers and retailers will benefit by understanding what's considered when consumers ask, "What do you want to do for supper?"

### Business Benefits

- Increase your portfolio's share of stomach with the tools and data necessary to help you win the supper occasion
- Strengthen marketing messaging and positioning with a clear view of what appeals to the Canadian consumer
- Identify opportunities for product and market innovation by focusing on what matters to Canadians for supper meal solutions
- Uncover insights for strategic planning purposes by understanding the latest consumer behaviour trends, based on the supper solutions people are choosing
- Understand when in the week households are more likely to engage in the HMR meal occasion

## Questions Addressed

- What are people eating for supper? When are they eating HMRs? Where are they buying HMRs?
- What categories are purchased and consumed with HMR products?
- Do cross-promotional opportunities exist across departments?
- Do Canadians still want to cook? How often do they engage in meal preparation per week?
- Should retailers look to allocate more floor space to ready-to-eat meal options?
- What are the most important pre- and in-store influencers for HMR purchases?

## Methodology

**The NPD Group's CREST®:** A survey is fielded to members of NPD's online consumer panel. It yields a representative sample of 12,800 Canadians aged 13 to 64 per month. Respondents include both English- and French-speaking consumers.

**Nielsen Homescan:** Nielsen's Homescan Panel is a collection of 12,300 households weighted to statistically represent the Canadian population along key demographic factors. Through regular submission of purchasing information, Nielsen is able to track long-term trends in consumer behaviour. A custom survey focusing specifically on supper meal occasions with a deep-dive investigation into HMR is also fielded to 4529 panelists whose answers are also subjected to representative projection factors.

## Industry Expertise

In a world where consumers increasingly call the shots, it has never been more important to keep tabs on the food and beverage trends shaping the industry. No one knows more about how people eat and drink than The NPD Group. For decades, we've been the definitive source of information on food and beverage consumption, whether at home or away-from-home. We track consumer behavior, attitudes, and usage motivators — from diet and nutrition to shopping habits and brand awareness — to help you solve your biggest business challenges.

For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail, and fast-moving consumer goods industries. Forward-thinking organizations trust us to deliver the science behind what's next™.

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### Learn More

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