

Innovation: Food and Beverage in Canada

November 2023

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Euromonitor International Passport Innovation

INNOVATION IN FOOD AND BEVERAGE

Approximately half of detected launches were global premiers in Canada in 2022

Packaged food led country launches in 2022, with a focus on healthier positionings

New launches in Canada in 2022: Soft drinks and hot drinks

New launches in Canada in 2022: Packaged food, alcoholic drinks and pet care

New brand launches in Canada focused on ingredients and premiumisation

Barbet offers flavoursome sparkling water with a brand that supports local charities

Barbet launches in Canada through wellness platform Well.ca

Over 40% of sub-brand launches were detected in packaged food

Real Food Bars align with rising health trend, while offering local produce

Made With Local is first seen globally in Canada through retailer London Drugs

Well.ca accounted for 35% of detected launches in food and beverage

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Passport innovation methodology

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Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

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- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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