

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## Canada

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### **Outlook of 2015 Canadian Food and Beverage Trends**

**Report Categories:**

Market Promotion/Competition

Agriculture in the News

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**Report Highlights:**

The start of a New Year brings a closer look at upcoming trends. In this report, FAS Canada has pulled together information on five of the top food and beverage trends for the Canadian market in 2015. At the end, there is a list of the articles used for this report for further reading.

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### 1) Fermented and Pickled Foods

Fermented Foods are the most often mentioned trend in forecasts for 2015, with pickled foods close behind. Fermented foods in particular are recognized for their probiotics, which can help with gut health and immune systems. A wide selection of products, such as yogurt, kimchi, sauerkraut, kombucha and yogurt, means that Canadian consumers have a variety of ways to use these products.

This trend does reflect a concern for digestive health amongst Canadian consumers, especially as baby boomers age.

### 2) Stronger and More Complex Flavors

In recent years, Canadians have increasingly been looking for products inspired by cuisine from other regions of the world. This year, Japanese and Middle Eastern flavors are predicted to be the most popular, even in unexpected items such as cookies. Peruvian cuisine is expected to remain popular as well alongside flavorings such as umami and gochujang (fermented Korean pepper paste).

Popularity of more intense flavors is expected to rise overall. Hot peppers should become more prevalent as should smoky flavors, which will be can be created through traditional smoking or the addition of liquid smoke.

### 3) Versatile Vegetables

Vegetables have recently been gaining popularity as the center-of-plate feature for meals and are no longer seen as strictly side dishes. Previously overlooked vegetables will gain popularity. Cauliflower was already very popular last year but this year cabbage and Brussel sprouts will show up more often.

### 4) Innovative Uses for Common Products

Products that Canadians have had around for a long time are being put to new uses. Last year's most popular vegetable – cauliflower – was found in pizza crusts, risottos and as a substitute for potatoes. This year, products such as spiced cookies, popcorn with gourmet herbs and spices as well as savory baked goods (such as beignets with shrimp) will also be popular.

### 5) Craft Beverages

Craft beer has been enjoying immense popularity in Canada over the last couple of years. Other beverages are now becoming a part of the hand crafted trend. Fresh juices (including cold-pressed) and smoothies hit the key Canadian selling points of healthy and convenient. Even cocktail ingredients and sodas are being given the artisan treatment.

Canadians are paying more attention to the foods and beverages that they consume and the above mentioned trends reflect that. There are great opportunities for U.S. firms whose products are healthy, innovative and of good quality. A list of articles for further reading on Canadian food trends follows this report.

## Articles on 2015 Canadian Food and Beverage Trends

["10 Hottest Health Food Trends for 2015"](#), Tamara Green, foodnetwork.ca

["Canada Food Shopping Trends"](#), Birgit Blain, foodincanada.com

["Food Trends for 2015 Will Include so much Fermentation"](#), huffingtonpost.ca

["Food Trends of 2015"](#), Lois Abraham, canadiangrocer.com

["Julie Van Rosendall's Food Trends for 2015"](#), Julie Van Rosendall, cbc.ca

["Nine Grocery Trends that will Impact Restaurant Visits"](#), Dennis Hancock, restaurantcentral.ca

["The Wild Food Trends of 2015"](#), Jacob Richler, macleans.ca

["Top Trends for Natural Living in 2015"](#), chfa.ca

["Trending: Japanese, Middle Eastern Flavours Lead McCormick's Annual Flavour Forecast"](#), grocerybusiness.ca