



Market Trends in Food Packaging - Canada

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Agenda



- Canadian Food & Packaging Market
- Market Size and Opportunities
- Culture & consumer Habits
- Trends – Packaging & Food Products
- Questions

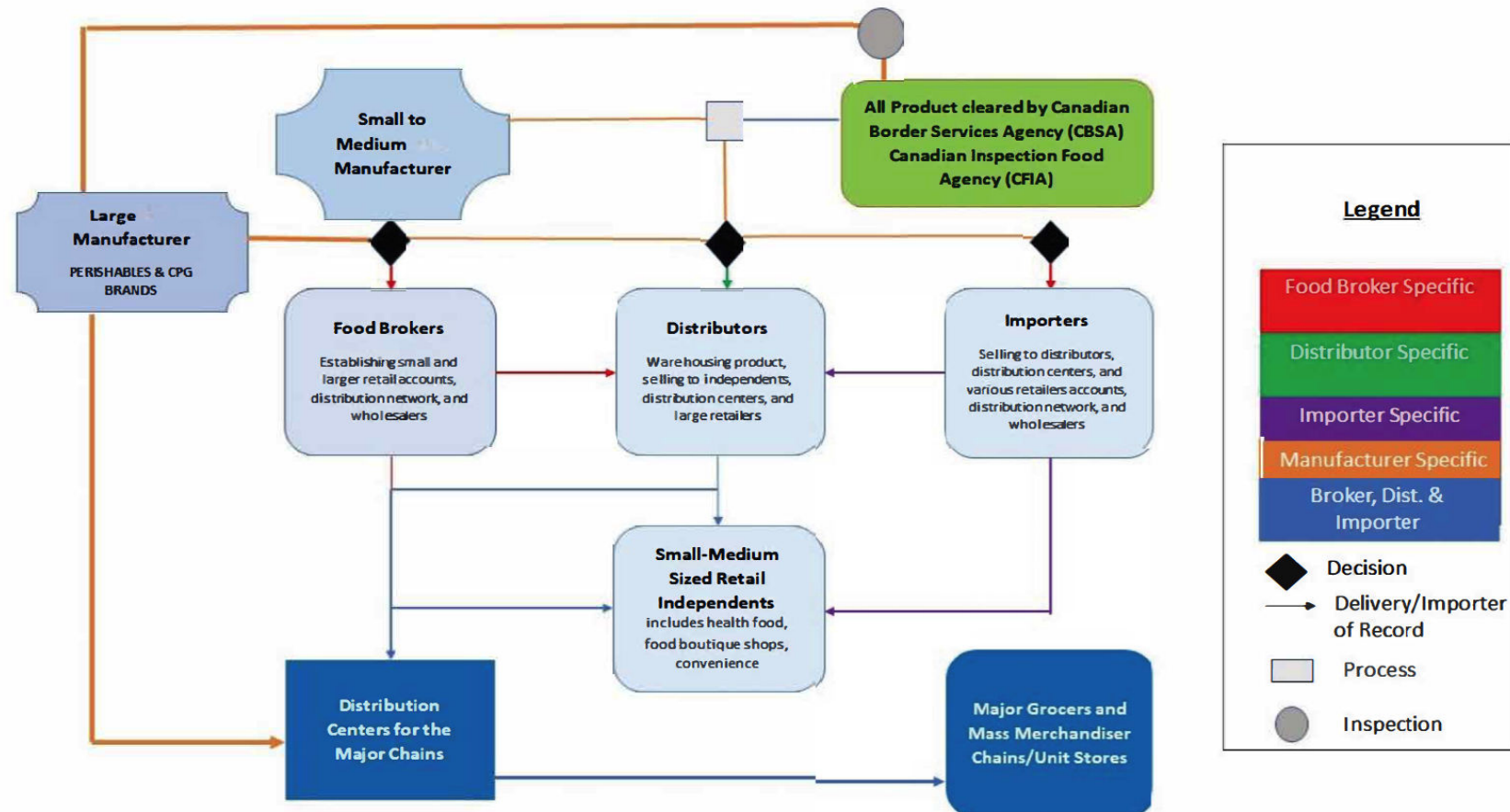


Canadian Food & Packaging Market

- World's 2nd largest country by area with population of 33 Million
- Major Business Hub for food & packaging market
 - Toronto, Montreal, Quebec city, and Vancouver
- Official Languages
 - English & French
- Overall GDP – 1.5 Trillion and its 9th largest economy in the world
- 70% of Population lives within 150 km of US Border
- Growing population, due to immigration, primarily from Asia & Middle East



Canadian Food & Packaging Market





Canadian Food & Packaging Market

- ▶ Canadian Packaging Industry is characterized by functional, on-the-go, sustainable and personalized packs.
- ▶ Materials
 - ▶ Flexible Packaging – Plastic, Paper & other Environment friendly materials
 - ▶ Sustainable, Paper based, and Eco Friendly packaging with 5% market share
 - ▶ Plastic Flexible Packaging with current market share of 55%
 - ▶ Low cost and low carbon footprint
 - ▶ Used by majority retailers & boutique stores across Canada for conveniently packaged cost effective products
 - ▶ Rigid Packaging – Glass, Plastic & Other forms i.e. cans
 - ▶ Overall 40% market share with projected growth of 2.5%
 - ▶ Generally used by FMCG & soft drink products



Market Size & Opportunities

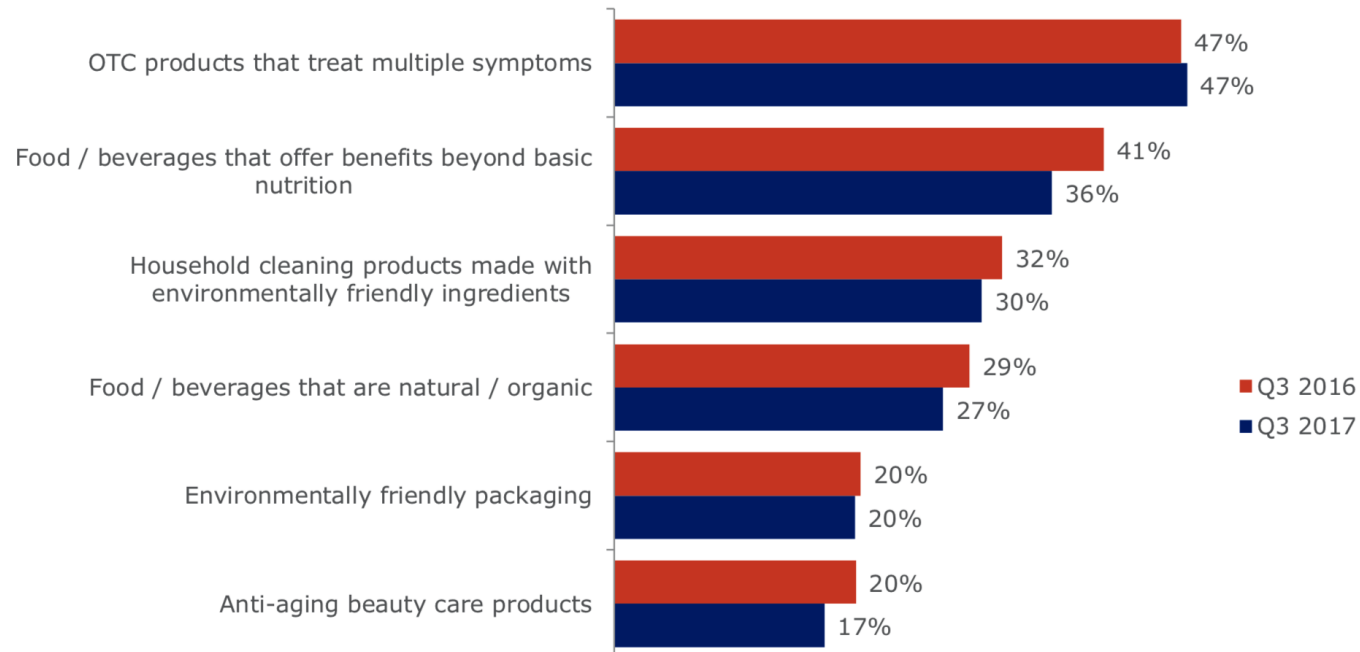
Product	U.S. Share of Market	Leading Competitors
Food preparations	80%	China, India, and Germany
Condiments and sauces	81%	Italy, France, and China
Red meats	71%	Australia, New Zealand, and Uruguay
Snack foods	56%	Mexico, UK, and China
Fresh vegetables	63%	Mexico
Fresh fruits	42%	Mexico, Guatemala, and Chile
Cocoa and cocoa preparation	56%	Mexico, UK, and China
Juices, non-alcoholic beverages	53%	Brazil and China



Culture & Consumer Habits

Consumers will pay a premium for CPG solutions that address core needs and wants.

Consumer Willingness to Pay a Premium for...
Total Population





Trends – Packaging & Food Products

- Packaging
 - Environmental /Eco - Friendly
 - Sustainable
 - Compostable
 - Reusable or recyclable
 - Paper / Cardboard based packs
 - Clean Design
 - Natural look
 - Innovative
 - Cost effective



Trends – Packaging & Food Products

- ▶ Food Products
 - ▶ Products with Free of Labels i.e. Gluten Free, GMO Free, Pesticide Free
 - ▶ Products identified as providing wholesome nutritional value
 - ▶ Keto and Paleo diet
 - ▶ Products/ snacks infused with Superfoods
 - ▶ Organic and / or Clean natural products
 - ▶ Vegan / Vegetarian products
 - ▶ Products with Kosher, USDA Organic, Eco-Cert certifications



Key Contacts – Canadian Certifications

- ▶ **CFIA**
 - ▶ Canadian Food Inspection Agency – equivalent to US-FDA
 - ▶ Website: www.inspection.gc.ca
 - ▶ Agency is overall accountable to ensure food standards are maintained across all regulated and non-regulated food products & packaging materials.
- ▶ **COG**
 - ▶ Canadian Organic Growers
 - ▶ Website: www.cog.ca
 - ▶ Agency defines and implements Organic labelling standards as well as certifies products.
- ▶ **COR**
 - ▶ Kashruth Council of Canada
 - ▶ Website: www.cor.ca
 - ▶ Non profit organization that defines, implements and certifies products meeting kosher standards
- ▶ **Eco-cert**
 - ▶ Website: www.ecocertcanada.com
 - ▶ Defines standards and certifies products for sustainable and organic product development

Questions

