

The Opportunity at Home Meal Replacement

Consumer demand for convenience is growing. That's why the home meal replacement (HMR) category has been one of the highest-performing segments of the Canadian foodservice industry in the last five years.

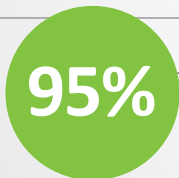
To successfully drive traffic with your HMR program, it's important to understand consumer dynamics and purchase influences. **Here's a look at the facts:**

Annual sales for home meal replacement products in Canada



Customization

That's what Canadians want when selecting home meal replacements



Percent of Canadians who are aware of prepared food offerings at grocery stores



Grocery Stores

HMR customers generally purchase HMR products where they shop for groceries

Loyalty Programs

Canadians say these would increase their HMR purchase frequency



Volume of out-of-home prepared meals is expected to remain flat in 2014. That means your HMR programs will need to be sharp and innovative, so you can entice customers away from restaurants.

Source: The NPD Group / Home Meal Replacement: Exploring Untapped Opportunities

Learn more about Canadians' foodservice behaviour and trends.
Contact The NPD Group at 866-444-1411 or email contactnpd@npd.com.

