# TRENDS IN DIET AND FOOD CONSUMPTION ACROSS CANADA AND USA

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"From farm to table, our diets shape not just our bodies, but

our communities and planet."

# **KEY**

## **FINDINGS**

# GENERAL DIET TRENDS

Growing preference for poultry over beef mirrors societal health consciousness and dietary recommendations, shaping diet trends in the USA and Canada

# DEMOGRAPHIC VARIATIONS

Diverse age groups exhibit varying dietary preferences, with younger generations leaning towards convenience while older populations prioritize traditional meals, underscoring the need for tailored interventions and marketing approaches.

### SOCIOECONOMIC INFLUENCES

Socioeconomic factors dictate food access, with lower-income households often limited to less nutritious options, highlighting the influence of wealth on dietary choices and health outcomes.

MARKET

FACTORS

Consumer preferences, technological advancements, and evolving regulations shape the dynamic landscape of the food industry, prompting businesses to adapt, with

evident in North America

DYNAMICS &

REGULATORY

a notable shift towards plant-based diets

### SPECIALIZED DIETS & RESTRICTIONS

The rise of specialized diets such as Mediterranean, keto, and vegan reflects a shift towards holistic nutrition driven by health, ethics, and environmental awareness.

# HEALTH & WELLNESS TRENDS

The rise of proactive health management drives consumer demand for health-conscious food choices and wellness products, presenting opportunities for innovation in the food and beverage industry in both Canada and the United States

# CULTURAL/ETHNIC INFLUENCES

Cultural traditions and ethnic cuisines shape dietary habits in both Canada and the United States, emphasizing the importance of recognizing and embracing diversity in nutrition education and public health interventions

HEALTH CONSCIOUS DIET

### KETOGENIC DIET HIGH FAT LOW PROTEIN LOW CARB



https://paleofoundation.com/keto-diet-market-growth-forecasts-for-2021-2024/

# Protein demand Sources Animal-based products Health and environmental impacts Environmental Conservation

# RECOMMENDATIONS

01

PLANT BASED TRANSITION

Transitioning to a plant based diet promotes sustainable living and healthier food choices.

02

**ECONOMIC INCENTIVES** 

Opting for healthy diets not only boosts health but also slashes healthcare expenses and fosters economic efficiency.



REGULATORY MEASURES

Enforcing regulatory measures can steer dietary consumption trends in the USA and Canada towards healthier choices.

protein sources