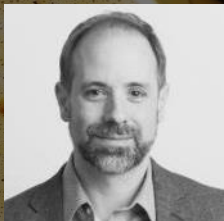


# How COVID-19 is Shifting Habits and Attitudes



**Joel Gregoire**  
Associate Director, Food & Drink

# TOPICS DISCUSSED TODAY



**HOW CANADIANS ARE  
RESPONDING TO COVID-  
19**



**LONGER-TERM IMPACT OF  
COVID-19**



**IMPLICATIONS FOR  
COFFEE**

# Mintel sources on COVID-19 and coffee in Canada

- *Global COVID-19 Tracker – Canada, March – September, 2020*
- *Coffee and Tea – Canada, August 2020*
- *Coffee and Coffee Shops – Canada, September 2018*



A photograph of a busy city sidewalk. In the foreground, a man in a black hooded jacket and blue jeans walks towards the camera, wearing a light blue surgical mask and white gloves. To his left, a woman with long brown hair, wearing sunglasses and a light blue surgical mask, walks in the same direction. She is carrying a white shopping bag. In the background, other pedestrians are visible, some also wearing masks. A green traffic light is visible on the right side of the frame. A blue banner with white text is overlaid on the left side of the image.

# HOW CANADIANS ARE RESPONDING TO COVID-19

# Canadians and Americans show similar levels of anxiety over COVID-19

*"How worried are you about the risk of being exposed to the coronavirus (also known as COVID-19)?"*

"Worried" (September 17<sup>th</sup> – 27<sup>th</sup>)

United  
States

55%

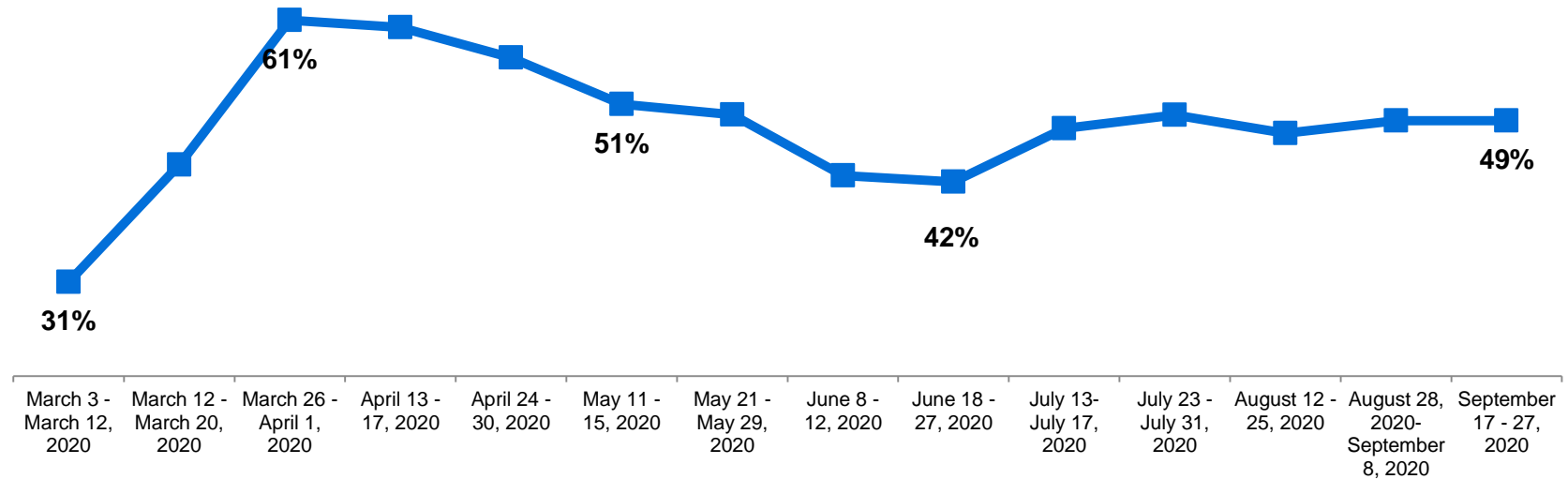
Canada

49%

# Concerns about exposure to COVID-19 moderated after the initial spike

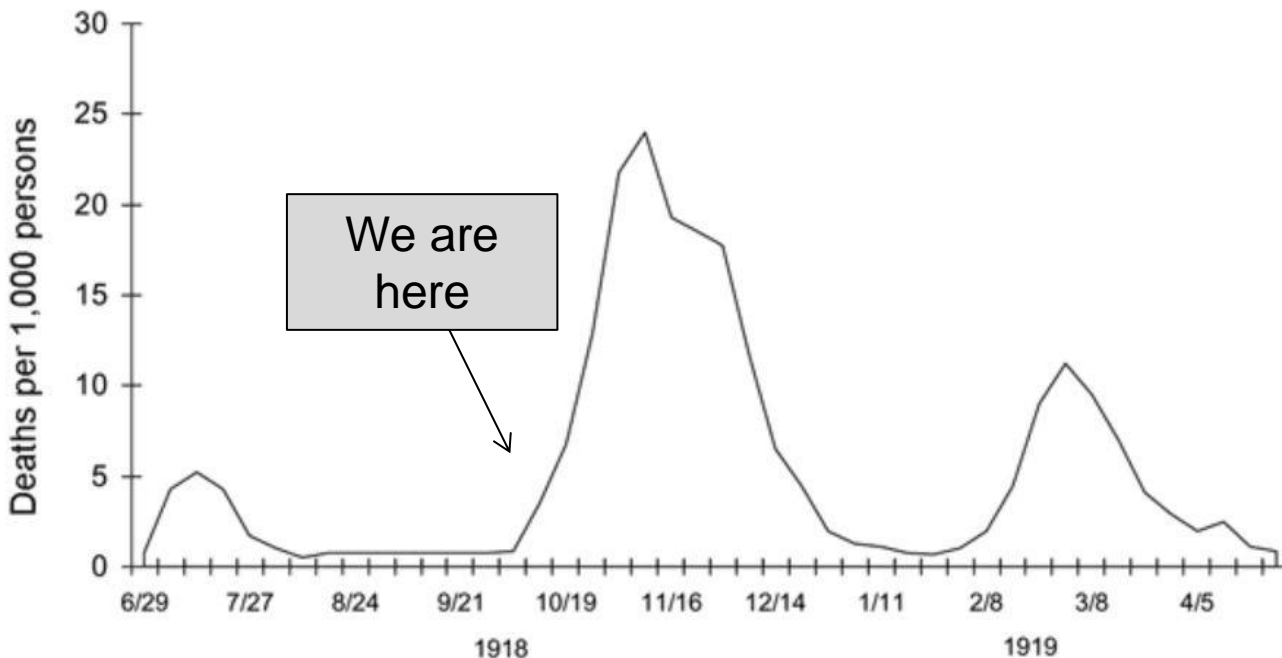
“How worried are you about the risk of being exposed to the coronavirus (also known as COVID-19)?”

“**Worried about exposure**”



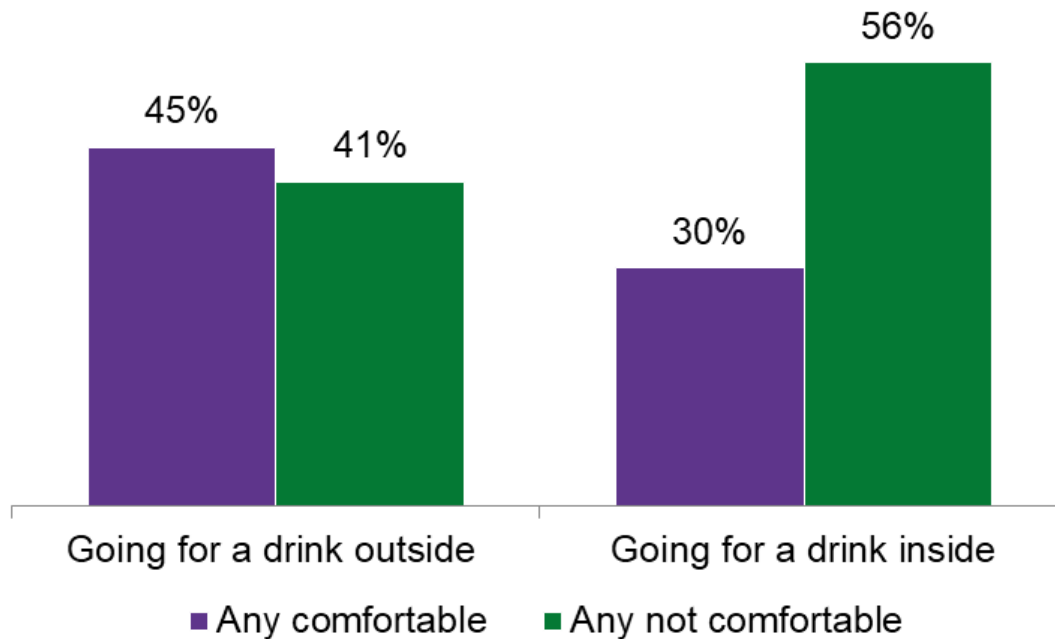
# History offers a guide to what may lie ahead

Deaths per 1,000 persons per month during the 1918 Spanish Flu



# Colder weather is likely to place greater pressure on foodservice

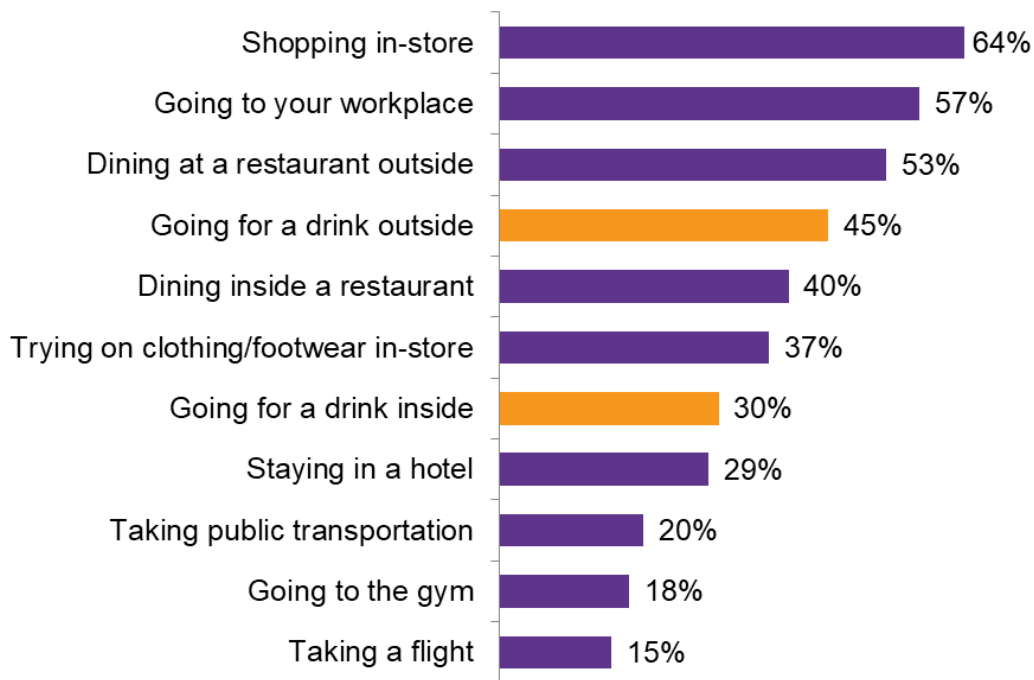
“How comfortable are you doing the following activities?”





# Activities Canadians are more comfortable engaging in can inform COVID-19 strategies

“How comfortable are you doing the following activities?”



# Many Canadians are feeling positive about their own finances, but less so about Canada's

*"Please rate how you feel about each of the following?"*



**PERSONAL FINANCIAL  
SITUATION A YEAR FROM  
NOW**

Any positive

**42%**

Any worried

**28%**



**CANADA'S FINANCIAL  
SITUATION A YEAR FROM  
NOW**

Any positive

**20%**

Any worried

**55%**

A person wearing a plaid shirt is seated at a round wooden table, working on a silver laptop. A white coffee cup and a black smartphone are also on the table. The background is blurred, showing what appears to be a window with some red bokeh lights.

# LONGER-TERM IMPACT OF COVID-19

# When will COVID-19 end?

“With a combination of a good vaccine together with good public health measures, we may be able to put this coronavirus outbreak behind us, the way we put the original SARS behind us...there will be an end to this, and we will be able to get back to normal.”

- Dr Anthony Fauci,  
Director of National Institute for  
Allergy and Infectious Diseases (US)

Newer habits accelerated during COVID-19 will 'remain', while previous habits are likely to 'return'

**'Remain'**

**'Return'**

Online Shopping

Working  
at 'the  
office'

In-Person  
Gatherings

Working From  
Home

Eating Out



# COVID-19 promotes the importance of mental well-being

*"Since the COVID-19 outbreak, how have your priorities changed?"*

Staying in  
touch with  
family/friends  
(ranks 1st)

Mental well-  
being  
(ranks 2nd)

Higher priority

42%

40%

Lower priority

8%

5%



No drink is as tied to habit as much as coffee is

Agree

61%

*“Coffee is an important part of my daily routine.”*

35%

*“Tea is an important part of my daily routine.”*

# IMPLICATIONS FOR COFFEE



# Beverages with 'added benefits' for the times

## Pepsi *driftwell* (US)

- 'Spa inspired' with a blackberry and lavender flavour
- Contains ingredients to promote relaxation and to destress
- From PepsiCo's 'The Next Big Idea' that allows employees to pitch concepts





# More time at home brings opportunity for engagement

*“The (home cooking) trend is becoming a habit.”*

- Lawrence Kurzius - CEO of McCormick

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*“I have been indulging myself more in expensive Nespresso pods and experimenting with making different coffee beverages now that I have more time.”*

- 18-24 year old, Prairie Province female



# Coffee shops' role as a 'third space' can evolve

- Opportunity for specialization?
  - Flexible work arrangements support demand for shared office spaces (eg WeWork)
  - Capitalize on employees' desire to meet
  - Silos for working out-of-home



# Starbucks has adopted this concept in Japan



A close-up image of a white, articulated robotic hand holding a clear crystal ball. The hand is positioned with the thumb and index finger supporting the ball from below, while the other fingers are slightly curled. The background is dark and out of focus. The overall tone is contemplative and futuristic.

*“Prediction is very difficult, especially if it’s about the future .”*

-Niels Bohr,  
Nobel laureate in physics

# Meet the Expert



**Joel Gregoire**

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