

Food Retail Industry in Canada – PEST Framework Analysis

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Abstracts

The Canadian non-traditional retail grocery sector is growing and food is a significant factor in the expansion of the sector. Driving this expansion is the time-pressed consumer in search of convenience – and the preferred destination is one-stop shopping. US food producers and processors are encouraged to explore opportunities in this expanding market.

Sales of grocery items at the retail level continue to increase, and demand is growing for products that are high in quality, nutritional value and offer unique flavors. Best opportunities exist for ethnic foods, value-added frozen entrees, value-added fresh produce and frozen seafood.

Aruvian Research analyzes the Food Retail Industry in Canada in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

Apart from the PEST analysis, the report also includes a brief profile of the Canadian food retail industry.

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