

# Food Retail Industry in Canada – Porter’s Five Forces Strategy Analysis

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## Abstracts

There is a growing market for food products in Canada. 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 Michael Porter’s Five Forces Analysis. The report looks at the bargaining power of buyers and suppliers, competitive rivalry in the industry, the threat of new entrants and the threat of suppliers to the industry.

Apart from the Porter’s Five Forces analysis, the report also includes a brief analysis of the Canadian food retail industry.

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