Expanding Horizons: A Market Research Report on Launching VITHIT in Canada

Table of Contents

Executive Summary

This report presents the findings of our research on the Canadian market and consumer behaviour, focusing on the potential market for vitamin drinks, with particular attention to the entry of VITHIT into this market. Our research employed an exploratory approach, incorporating both qualitative and quantitative analyses to gain comprehensive insights.

Market analysis revealed promising opportunities for vitamin drinks in Canada, which are supported by robust sales revenue data and a competition comparison. Understanding consumer preferences and purchasing behaviours gives detailed examination of demographics and attitudes toward health and fitness among the Canadian population.

Furthermore, detailed research into logistics, transportation, pricing, and distribution channels provides information for VITHIT's market launch. To validate our hypothesis, we conducted a survey to learn about Canadian consumers' and their inclination towards vitamin drinks and healthy lifestyles.

Overall, our findings highlight the potential of VITHIT's successful entry into the Canadian market. By leveraging the insights gained from our analysis, we offer recommendations to capitalise on new opportunities and establish VITHIT as a leading choice among Canadian consumers looking for healthy beverage options.

Introduction

VITHIT is a health drink company founded in 2009 seeking to create tasty yet nutritious beverages. Its key product line consists of flavoured vitamin waters that stand out from competitors through their unique flavour profiles and nutrition (VITHIT, 2024). VITHIT beverages contain less than 35 calories per bottle along with fewer than 6 grams of sugar, avoiding artificial sweeteners (VITHIT, 2024). Each bottle provides 100% of the Recommended Daily Allowance for 8 essential vitamins like vitamin B12 and vitamin C to support wellness. With additional ingredients like green tea extract that provide antioxidant benefits, VITHIT offers nutrient-dense drinks (VITHIT, 2024).

VITHIT beverages come in 10 appealing flavours spanning from peach mango and pomegranate cherry to ginger lime. These flavours help attract VITHIT's core health-conscious target consumers who want alternatives to traditional sodas and juices. These customers prioritize nutrition and wellness but also seek convenience and refreshing taste profiles that can fit fast-paced, active lifestyles (Harrison-Dunn, 2015). The bottled format and variety of flavours make VITHIT easy to grab on the go, appealing to consumers who want ready-to-drink options rather than spending time preparing homemade smoothies or other beverages themselves (VITHIT, 2024).

As VITHIT continues expanding internationally, it tailors, products to appeal to diverse regional tastes and youthful mindsets focused on wellness.

Business Objective

In the next three years, VITHIT hopes to double its annual turnover increasing its gross revenue to €50 million (Ryan, 2024). To reach this goal, set by CEO Gary Levin, VITHIT needs to expand and begin to explore new markets. Canada has been proposed as a possible market due to its young and health-conscious population. The Primary objective of this research is to ascertain if Canada is a viable market into which VITHIT can expand its sales. This will be done by answering three key research questions:

1. Is there a market among Canadian consumers for a health-conscious sugar-free vitamin drink?
2. What is the state of the health/vitamin drinks market in Canada?
3. What sales and marketing strategies would best allow VITHIT to capitalise on sales opportunities

To fulfil this objective research will be conducted on the current competition that exists in this market, and the target audience for VITHIT's products and a market entry strategy will be proposed to ensure a successful launch of the product in the Canadian market.

Hypothesis Statement

Null Hypothesis (H0): VITHIT's unique qualities will not have a significant impact on market entry acceptance and sales in Canada, due to customer priorities.

Alternative Hypothesis (H1): VITHIT's unique blend of vitamins, low-calorie content, and appeal to health-conscious customers will result in significant market acceptance and substantial sales in Canada.

Research Methodology

To research the Canadian market and consumer behaviour, an exploratory research approach was used that includes qualitative and quantitative analysis. The goal of the research is to understand consumer behavioural patterns, perform a complete assessment of the Canadian beverage market, and then provide data-driven strategic insights to analyse whether VITHIT can enter the market.

For qualitative analysis, extensive research was conducted on the sales performance of non-carbonated beverages in Canada and examined revenue distribution across industry competitors, acquiring insights into the present market scenario. Concurrently, we investigate consumers' preferred modes of consumption by analysing online and offline non-carbonated beverage sales channels. To better understand target audience behaviour, we also investigate consumer spending trends in Canada for health and fitness drinks.

Hypothesis formulation and testing are essential parts of any research process. We establish ideas about VITHIT's potential market adoption and competitive positioning, which are then tested using quantitative analysis. This includes conducting a survey to validate theories and collect data on VITHIT's competitors and target audience in Canada.

Finally, after combining information from both research approaches, we use a SWOT analysis to determine the strengths, weaknesses, opportunities, and threats associated with launching VITHIT in Canada. This analysis provides a framework for understanding internal and external factors that influence VITHIT's market entry and positioning, hence directing strategic planning and decision-making processes.

By applying this research methodology, we hope to provide VITHIT with actionable findings and strategic recommendations that indicate the potential of its growth in the Canadian market. By doing so, we hope to build the framework for VITHIT's successful entry into this dynamic and competitive sector, encouraging growth and attaining brand success in the Canadian market.

Market Analysis

Market Overview

The Canadian market for drinks such as VitHit has been on the rise since 2018. This translates to an increasing demand for healthy drinks such as VITHIT (Statistica, 2024). This suggest that there is a potential market for VITHIT.

Figure 1
Revenue for non-carbonated soft drinks

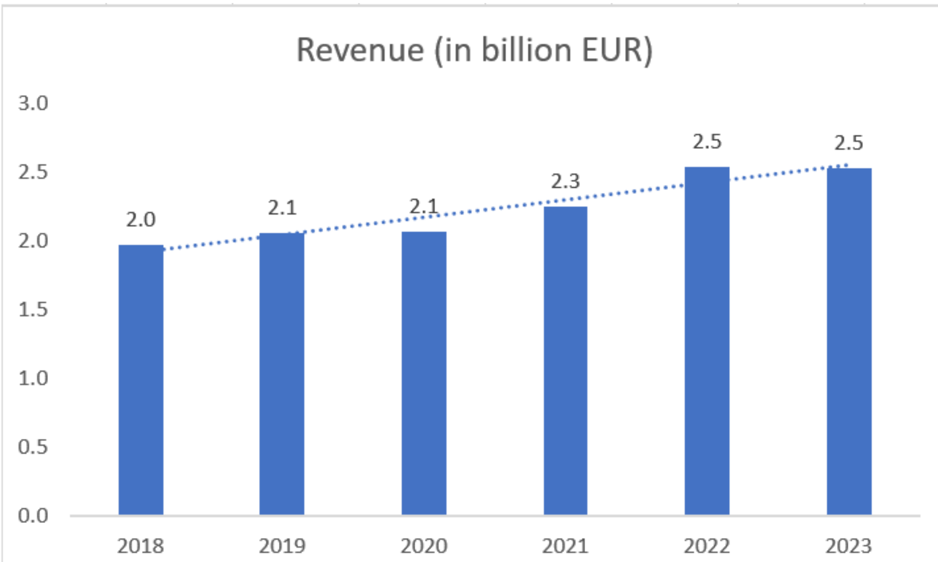
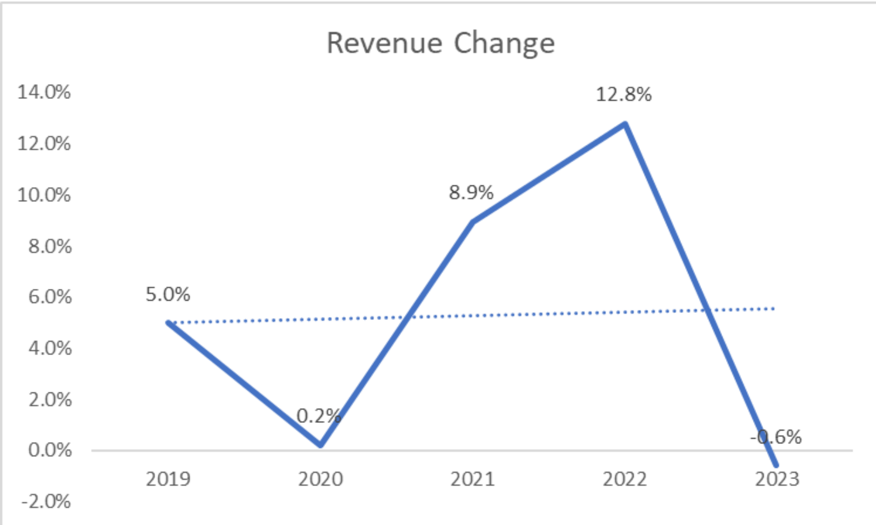


Figure 1 depicts the gradual increase in Revenue from non-carbonated soft drinks in the Canadian market. Drinks that are considered non-carbonated soft drinks include drinks such as fruit juice refreshment beverages and value-added waters, which we believe represents VITHIT's nearest competitors.

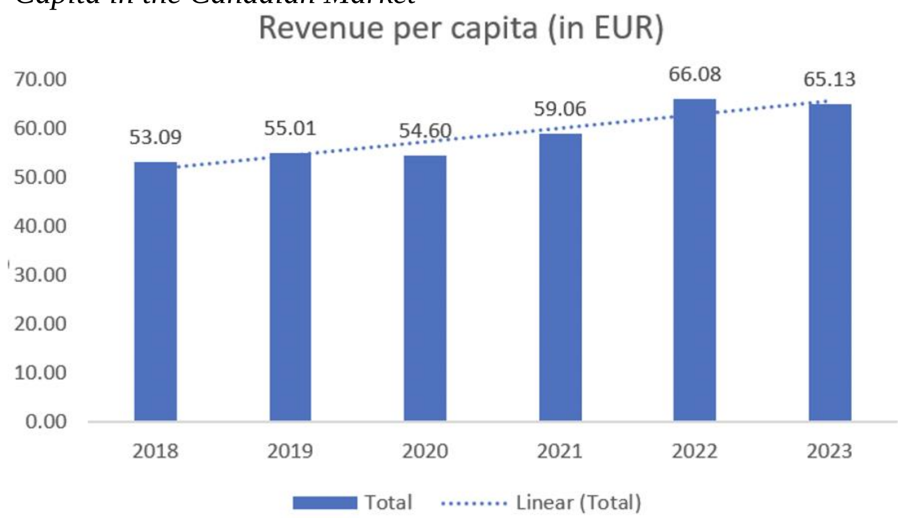
Figure 2
Revenue Change in the Canadian Market



In Figure 2 we can see an upward trend in the change in revenue since 2020 with a small dip coming between 2022 and 2023.

The increase in revenue in this market could be due to the growing population of Canada. To better understand if consumers at an individual level are investing more in these drinks, revenue per capita can be examined. This would help elucidate if the revenue growth is solely due to the growing population or if there is an increasing demand for drinks such as VITHIT in the Canadian market.

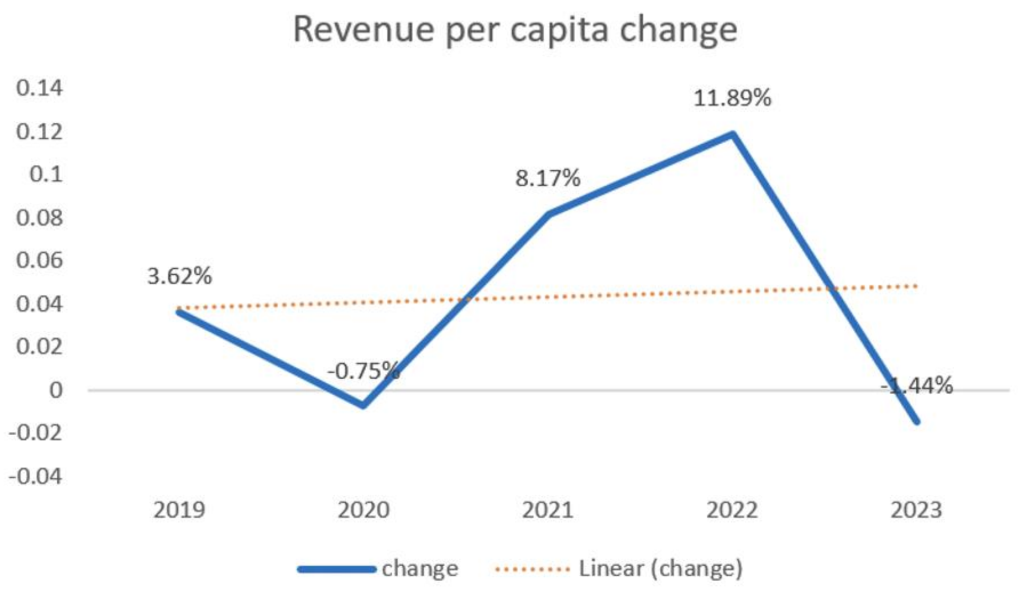
Figure 3
Revenue Per-Capita in the Canadian Market



The upward trend shown in Figure 3 shows an increase in revenue per capita over the years. This suggests that consumers are developing an affinity towards these health-conscious fruit or flavoured drinks, which is a positive indicator. This suggests that VITHIT has the potential to capture consumers' attention.

Figure 4

Revenue Per-Capita Change in Canada

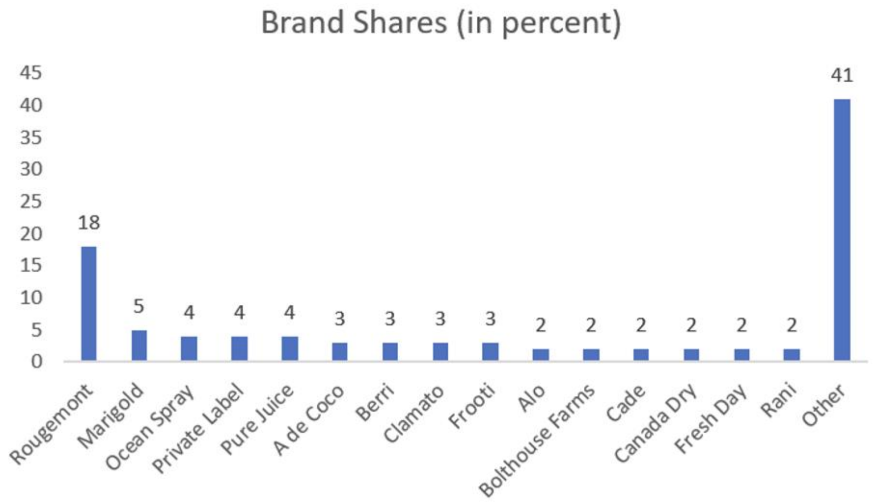


When looking at the revenue per capita change in this market we can see a dip between 2019 and 2020 this could be attributed to COVID-19 (Figure 4). Starting in 2021 we see a steep rise in revenue, following COVID-19 many consumers became increasingly health conscious and the demand for healthier products increased, and nutrition that supports immunity became a priority for people worldwide (Das et al., 2022). In 2023 change was relatively stagnant. This might be an indicator of unpredictability in the demand for non-carbonated soft drinks.

Competitor Market

It is crucial to get a read of the current market situation and see who the major players are. Let us look at the market share of the major competitor brands of VITHIT (Figure 5).

Figure 5
Market Share



Rougemont currently has the largest market share (18% market share) followed by Marigold. To make VITHIT dominate the market, we will have to be better than Rougemont. At first glance, Rougemont seems to have made a creative investment towards the website. It comes with a page with food and cocktail recipes where their product is one of the ingredients. It is a clever attempt to ensure customer engagement. VITHIT has the benefit over Rougemont by having less sugar content. Additionally, the added vitamins and nutritional benefits of the ingredients in VITHIT would appeal to the health-conscious population who are always on the lookout for healthier options.

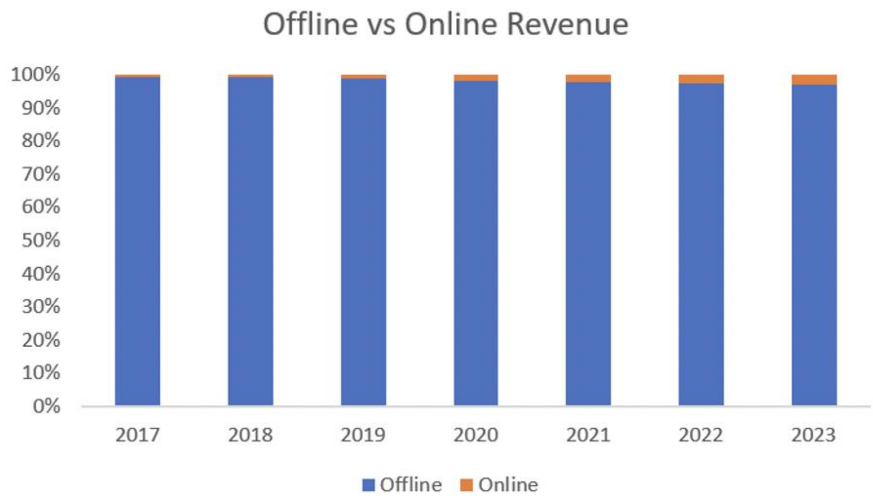
Berri and Alo appear to be VITHIT's closest competitors in terms of products as they also offer a health drink that is aimed at fitness-conscious individuals, however, VITHIT's offer less added sugar and have added benefits from teas and vitamins.

Mode of consumption

Before investing in a logistics network, buyers favoured current modes of consumption would have to be considered. Identifying where the customers are buying their drinks can help VITHIT decide on which distribution channel to adopt and which distributors to reach out to.

Figure 6

Comparison of Offline vs Online Sales



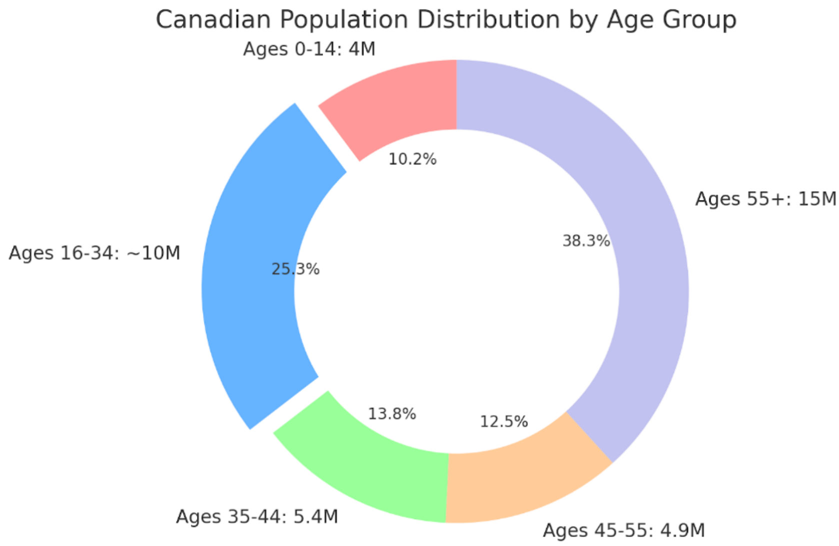
In Figure 6 we can see offline being favoured by large margins. VITHIT should initially focus on offline distributors.

Target Audience

Demographics

Age Group: Focus primarily on young adults aged 16–34 (Figure 7), a demographic characterised by their adventurous spirit and willingness to explore new product offerings. This age group is pivotal for brands like VITHIT, as they are at a stage in their lives where establishing long-term consumer habits is possible.

Figure 7
Canadian Population Distribution by Age Group



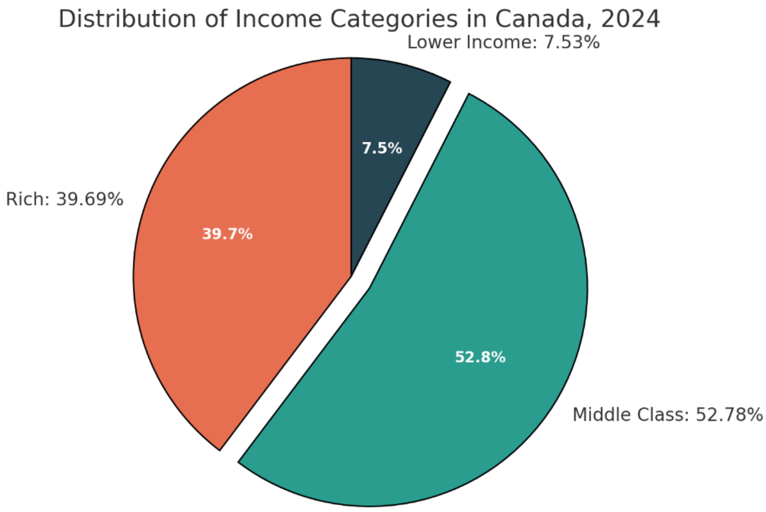
Profession: Cater to a wide array of professions including students (There are 900000 International Students in Canada) (Hornstein, 2023), fitness instructors, and individuals who are highly active on social media. Students often look for healthy energy boosts that complement their busy schedules and study sessions. Fitness instructors and enthusiasts seek products that support their rigorous physical routines and health goals (Heckman, 2010). Active social media users, on the other hand, can serve as brand ambassadors, leveraging their networks to amplify VITHIT's market presence.

Gender: While the target includes both males and females, a strategic focus on the female demographic can capitalise on their generally more pronounced health and wellness concerns. Women are often key decision-makers in household purchases and can influence the adoption of healthier lifestyle choices within their circles. (Heckman & Sherry, 2010)

Income Levels: The product should be positioned to appeal to the lower middle-class and upper-middle-class segments (Figure 8). By making VITHIT affordable yet perceived as a premium option, it can attract consumers looking for quality without the hefty price tag.

Figure 8

Distribution of Income Categories in Canada



Psychographics

Lifestyle: Zoom in on individuals who lead active lifestyles. This includes fitness enthusiasts, athletes, and those who enjoy outdoor activities. For these individuals, VITHIT can serve as a functional beverage that complements their dynamic routines, offering hydration and energy without compromising their health goals.

Values: Target consumers who prioritise health and wellness and desire beverage options that are low in sugar yet enriched with essential vitamins. These individuals often seek alternatives to traditional energy drinks due to concerns about sugar content and artificial ingredients.

Interests: Engage with those passionate about health, wellness, nutrition, sports, and fitness. By offering a product that aligns with their lifestyle and aspirations, VITHIT can resonate deeply with this demographic, becoming a staple in their health-focused routines.

Attitudes Towards Health and Wellness Drinks: Focus on those who are not only health-conscious but are also mindful of their dietary needs, including potential vitamin deficiencies. VITHIT's low sugar content and vitamin-rich formula can appeal to those seeking healthier alternatives to conventional energy drinks.

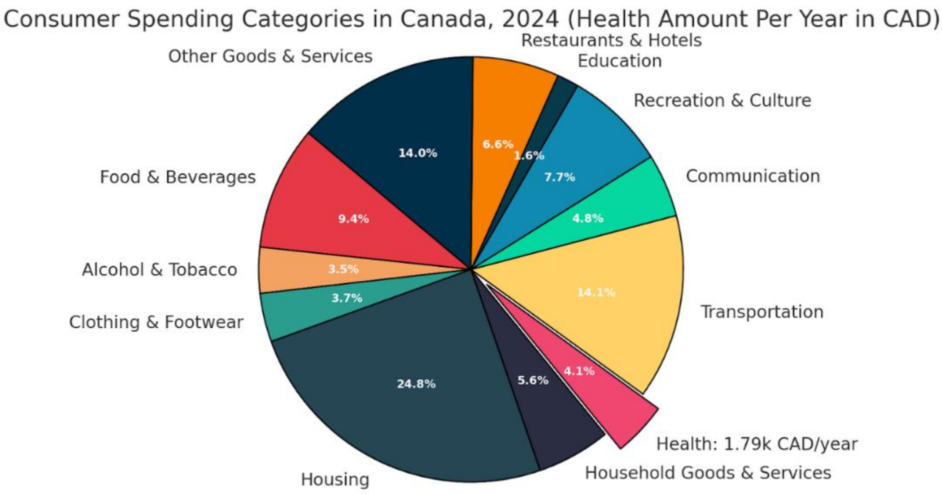
Behavioural Factors

Purchase Behaviours: Delve into the purchasing habits of millennials and Gen Z, who value health and sustainability. Understanding their buying frequency, preferred shopping channels, and price sensitivity can inform strategic placement and pricing strategies for VITHIT.

Consumption Patterns: Identify specific occasions when drinks such as VITHIT would be consumed, such as pre-workout, during study sessions, or at social gatherings (Figure 9). Positioning VITHIT to align with these occasions can enhance its relevance and integration into daily routines.

Figure 9

Consumer Spending Categories



Brand Loyalty: Investigate the loyalty of Canadian consumers towards existing drink brands. Understanding their openness to healthier alternatives can reveal opportunities for VITHIT to differentiate itself and capture market share. Highlighting VITHIT's health benefits and aligning with consumers' lifestyle choices can foster brand loyalty.

Data Analysis & Interpretation

From the information gathered in the initial market analysis, an initial hypothesis promoting that VITHIT's unique blend of vitamins, low-calorie content, and appeal to health-conscious customers will result in significant market acceptance and substantial sales in Canada can be explored. For this, a survey containing seven questions was generated to identify what factors are important for potential consumers when choosing a beverage.

The Survey

This survey seen in table 1 intends to learn more about the demographic of Canadian customers; exploring psychographic behaviour based on lifestyle, preferences when buying these kinds of products, and the importance of supporting socially responsible brands.

Table 1

Survey Questions and Response Option

1. What is your age?
2. What is your gender? · Female · Male
3. What is your profession? · Designer · Engineer · Healthcare Worker · Instructor · IT Professional · Researcher · Salesperson · Student · Teacher · Unemployed
4. How important is maintaining a healthy lifestyle to you on a scale of 1 to 5?
5. What factors do you consider when purchasing a drink: 1. price 2. health benefits 3. unique flavours 4. energy boost 5. none of the above Rank these from most to least important.
6. How important is it to you to support brands that demonstrate social responsibility? · Not at all important · Low importance · Slightly important · Neutral · Moderately important · Extremely important
7. How likely are you to try a new drink with low calories, low sugar and 100% daily allowance of 7 essential vitamins? · Extremely Unlikely · Unlikely · Neutral · Likely · Extremely Likely

The questions were chosen to explore how important the unique benefits VITHIT's products offer are to Canadian consumers and if there is a potential market for VITHIT

Sample Plan and Sizing

Due to the limitations of this first stage of the project including budgetary restrictions and timing, we considered building a personal judgment sample (Aly & Duboff, 1971). Even when this is considered a non-statistical methodology, we try to find a total of answers that do not represent a significant difference that a statistical model will produce.

Using the Percentage Confidence Formula for sample size, a confidence level of 95% was set that turns into an area of 1.96 for a normal distribution, and a desired accuracy to the standard value of 5% hoping to find a least a response rate of 90%, we position an ideal total of 138 answers.

$$n = \frac{z^2 (p * q)}{e^2}$$

$$n = \frac{1.96^2 (0.9 * 0.1)}{0.05^2} * 100 = 138.30$$

Nevertheless, the total of answers we received was 112, which corresponds to an error of 5.56%, just 0.56 points above what is expected.

$$e = z * \sqrt{\frac{(p * q)}{n}}$$

$$e = 1.96 * \sqrt{\frac{(0.9 * 0.1)}{112}} * 100 = 5.56$$

Insights Interpretation

Using the data obtained by the survey and the market research, is possible to discover meaningful insights about the market.

Demographic

Results from questions 1-3 revealed that there was an even distribution of female and male respondents with the highest percent of respondents being between 16 and 34 years old (Figure 10). These results may be biased due to it being a sample of convenience. We found that over 57 answers for the female are concentrated in a group of 20 years to approximately 27 years, with a mean of 22.5 years, while the male group seems more dispersed, having a bigger concentration between the 20 and the 30 years (Figure 11).

Figure 10

Age Distribution of Respondents

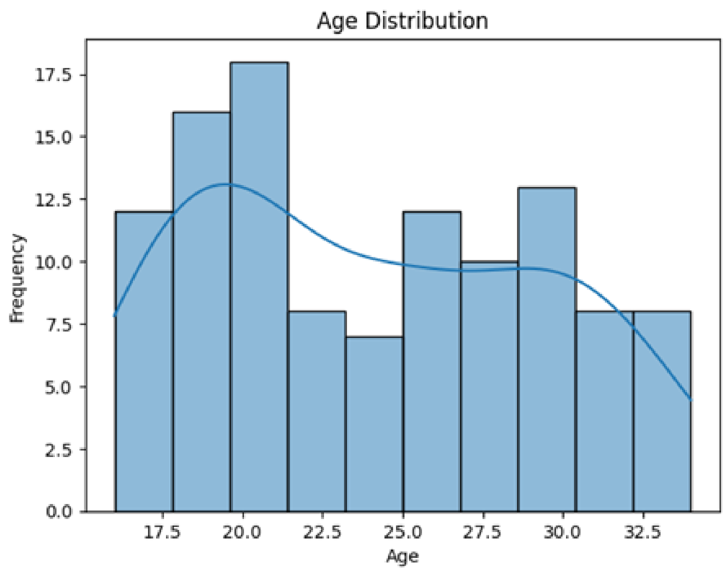
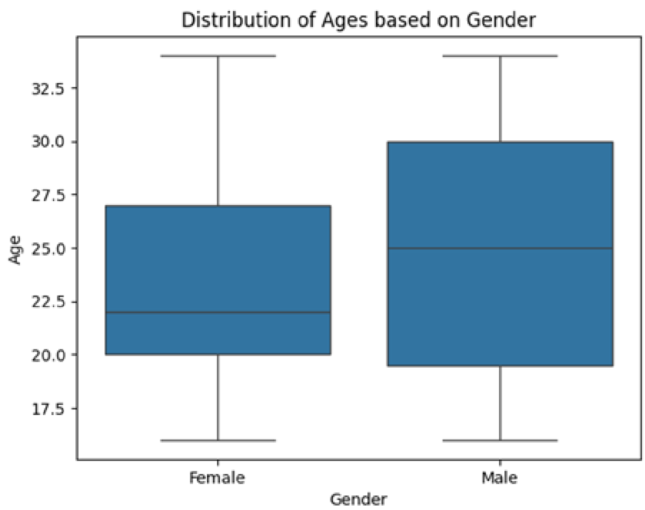


Figure 11

Distribution of Ages Based on Gender



There is a significant prevalence of students in the sample, with more than 50% reporting being students. While the employees professionals sum 43%, and the rest are unemployed as seen in Table 2.

Table 2

Respondents Professions

Profession	Female	Male	Total Count of Answer	Total % of Answers
Student	34	27	61	54.46%
Designer	2	9	11	9.82%
Researcher	6	4	10	8.93%
Engineer	6	3	9	8.04%
Instructor	4	3	7	6.25%
Teacher	3	2	5	4.46%
Unemployed		3	3	2.68%
Salesperson		2	2	1.79%
Healthcare Worker	2		2	1.79%
IT Professional		2	2	1.79%
Grand Total	57	55	112	100%

Lifestyle Tendencies

Respondents reported having a healthy lifestyle was a of high importance to them regardless of gender as seen in Figure 12. This coincides with health benefits being listed as the most important factor that respondents consider when purchasing a drink. In second place, respondents are searching for a drink that boosts their daily performance, giving them more energy. This category represents both daily boosts during their journey and the sports practice. Other components like the flavours and the price, were not ranked as high by respondents. These results can be seen in Figure 13.

Figure 12
Healthy Lifestyle Importance by Gender

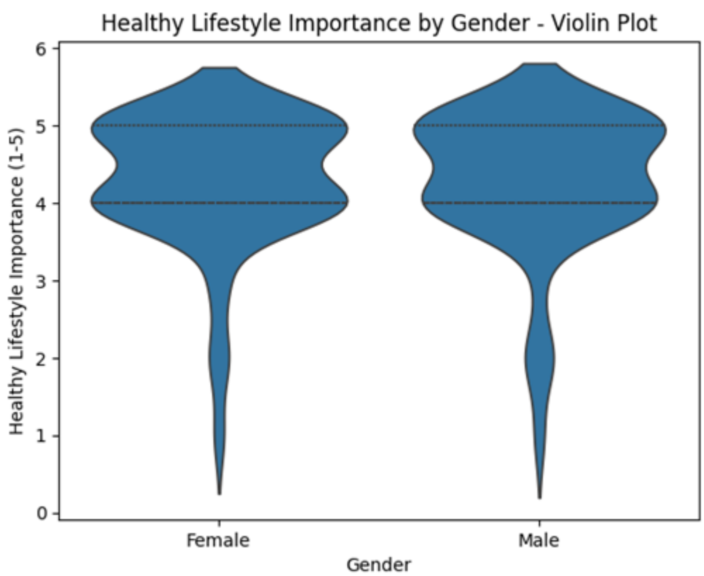
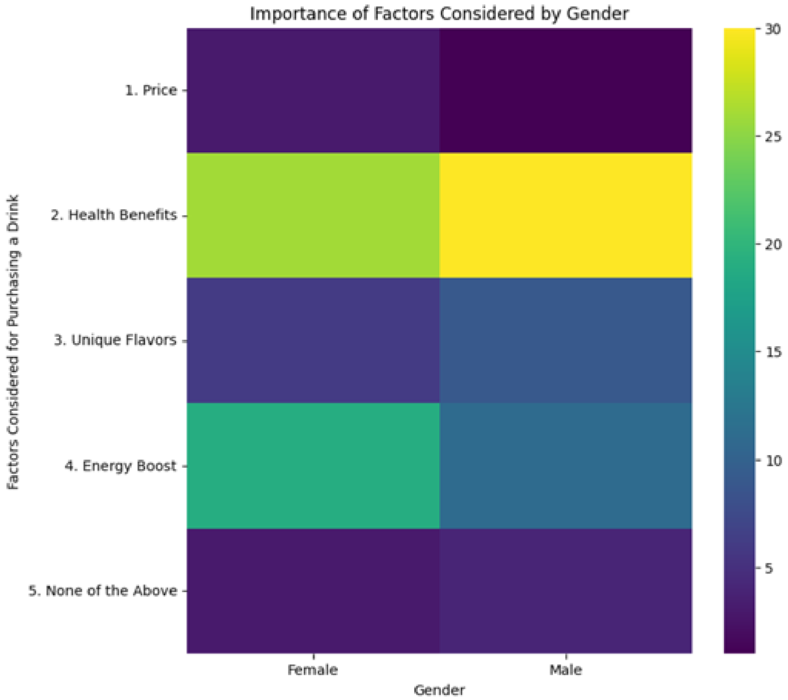


Figure 13
Importance of Factors



Furthermore, we found respondents were open to trying new drinks (Figure 14). With students being the most open to new products (Figure 15). Consumers who are open to trying new products is a benefit when considering entering a new market.

Figure 14
Openness to trying a New Health Drink

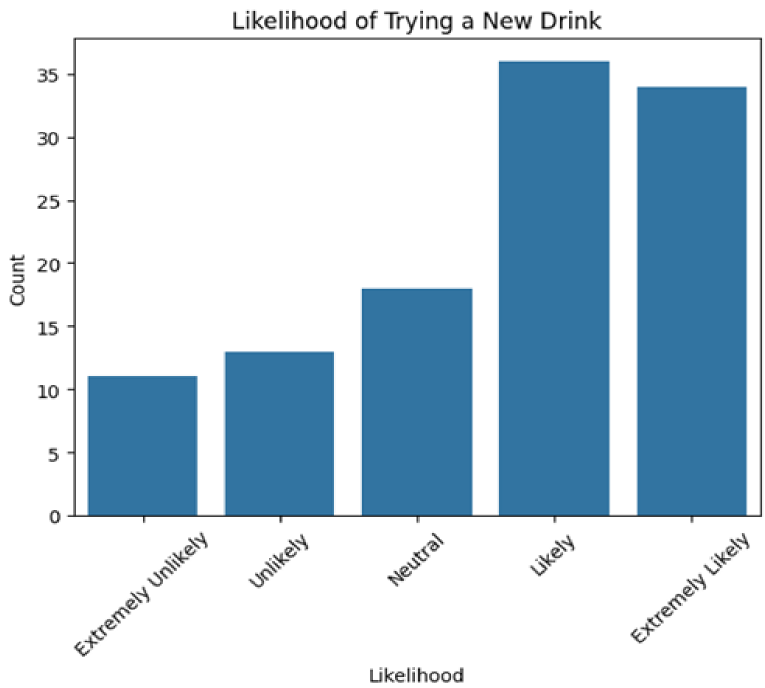
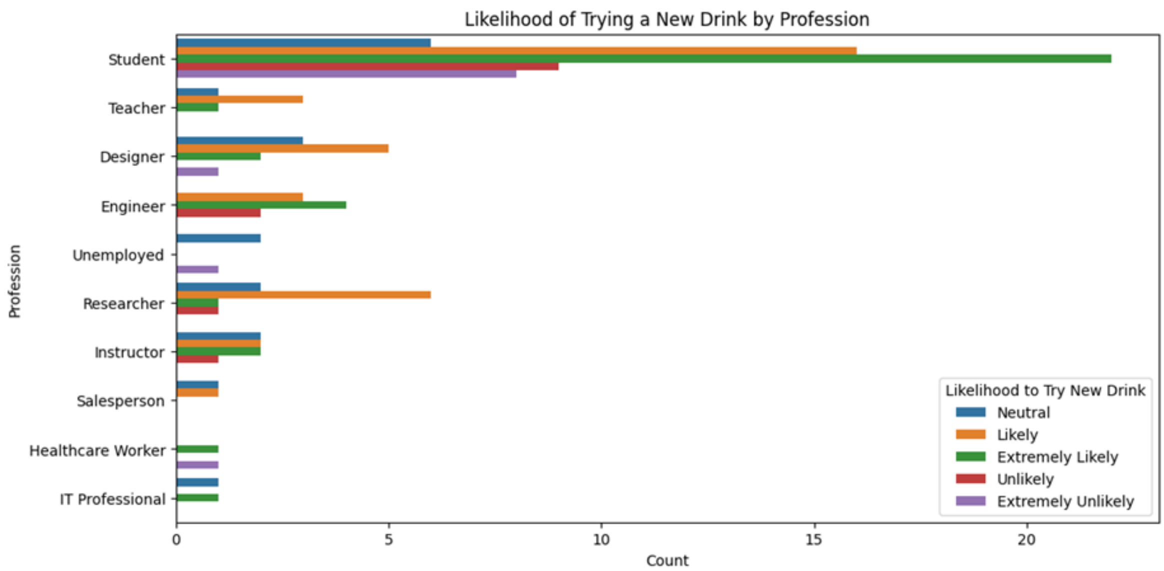


Figure 15

Openness to trying New Health Drink by Profession



Additionally, we wanted to explore the importance of corporate responsibility to consumers this was done by asking them how important is for them to know they are buying a product from a responsible brand.

The results revealed that corporate responsibility was of low level of importance, with majority of answers being more neutral answers, like "slightly", "neutral" and "moderately", while the extreme answers represent the lowest percentage of answers (Figure 16). This is complemented by the heatmap seen in Figure 17 that allows us to find that the sample is still interested in our product, with a slight importance on the actions of the brand.

Figure 16

Importance of Supporting Responsible Brands

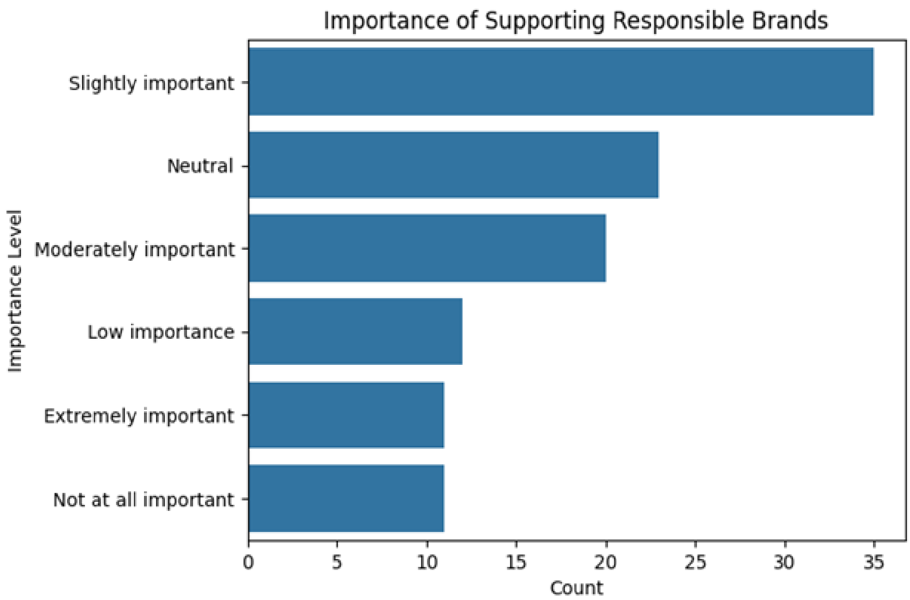
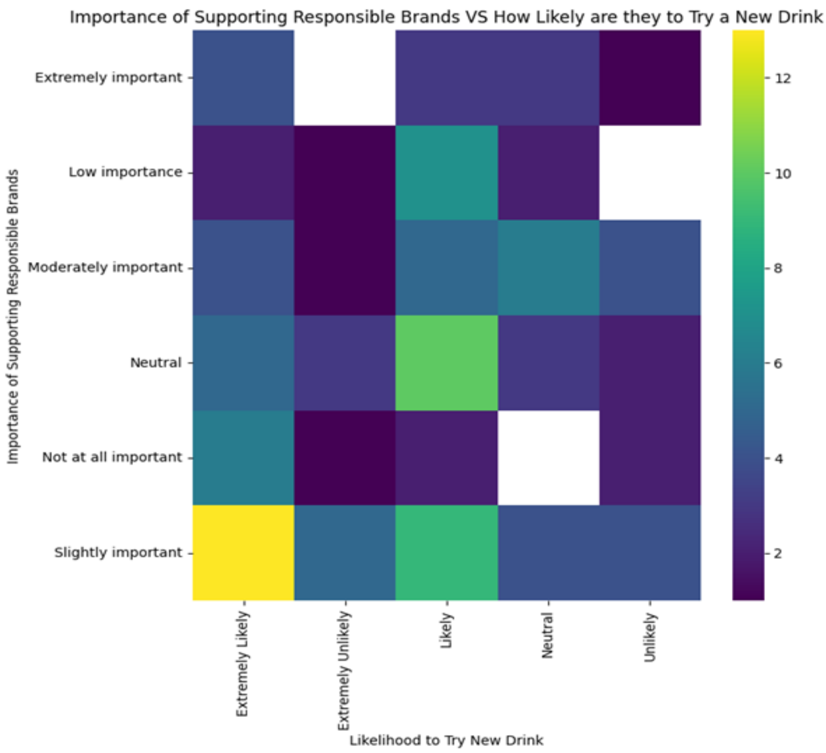


Figure 17
Relationship between corporate responsibility and purchase inclination



To successfully test the hypothesis, we did a comprehensive quantitative analysis using our survey. Our goal was to identify trends that would shed light on the possible influence of VITHIT's composition—which includes its unique blend of vitamins, low-calorie content, and appeal to health-conscious consumers—on market acceptance and sales in Canada. Our findings explicitly confirm our alternative hypothesis, which states that VITHIT's distinctive attributes will result in significant market acceptance and sales in Canada. In contrast, our null hypothesis, which suggested that VITHIT's features had no substantial impact on market acceptance and sales, was extensively evaluated but ultimately rejected based on the evidence. Notably, our findings highlight the Canadian population's tendency to adopt a health-conscious lifestyle, as indicated by their interest in unique beverage products with vitamin-rich formulations, various flavour profiles, and low-calorie compositions.

Insights on Distribution Channels in Canada

Launching VIT-HIT in Canada presents a good prospect due to several factors, including previous success in the United States and significant connectivity between the two nations. For starters, Canada and the United States have similar customer tastes and trends, making VIT-HIT's product range a logical fit. The established brand awareness and market understanding obtained in the United States can be used to facilitate a more seamless introduction into the Canadian market. Furthermore, the two countries proximity allows for more effective logistics and distribution networks, which reduces transportation costs and streamlines supply chains. Below are some details about the logistics, transportation and distribution infrastructure in Canada.

Logistics & transportation infrastructure

Canada is an important destination for freight from around the world due to its prosperous consumer market and growing economy. Moreover, it offers access to the US through land, air and waterways. Canadian ports and airports are an integral part of the country's economy and let many goods from different parts of the world into the country that are then redistributed by railway and road transport.

Major Ports in Canada: There are many different ports for ocean freight to arrive at. All of them play an integral part in the country's supply chain. A map depicting the major ports can be seen in Figure 18 The major ports are known to be advanced and modern and are the biggest contributors in terms of the volume of freight being imported to the country through them. (Canada, 2024)

Figure 18
Canadian Major Shipping Ports

Major international cargo airports in Canada: Canada's key airports are situated near major cities and metropolitan regions, serving as vital hubs for both passenger and cargo transportation. Among these, Toronto Pearson (YYZ) stands out as the primary cargo airport, facilitating the handling of approximately 300,000 metric tonnes of freight. Following closely is Vancouver International (YVR), which manages over 230,000 metric tonnes of cargo, followed by Hamilton International (YHM) with a throughput exceeding 120,000 metric tonnes. Additionally, Montreal-Pierre Elliot Trudeau (YUL) handles around 80,000 metric tonnes of cargo, while Calgary International (YYC) boasts a similar capacity, further solidifying the crucial role of these airports in facilitating the movement of goods across

Canada and beyond. (Loh, 2022). A map depicting the major international cargo imports can be seen in Figure 19.

Figure 19
Major International Cargo Airports in Canada

Rail Freight & Road Freight

Rail transportation is an important mode of freight transit in Canada, providing an efficient and cost-effective solution. The average cost of shipping one tonne of freight per kilometre is roughly EUR 0.025. In 2021 alone, Canada's railway network successfully handled 330 million tonnes of freight. This vast transportation capacity is made possible by the seamless integration of rail networks with numerous terminal locations, including those for ships and trucks, which facilitates comprehensive connectivity and efficient commodities movement across the country.

There are nearly one million miles of two-lane equivalent roads in Canada. The national highway system spans over 38,000 kilometres. The most common means of transportation is by road, for both passengers and freight. Local, intercity, and intra-provincial transportation, as well as road traffic between Canada and the US, are significant in terms of value transported.

Distribution & Retail

Toronto, Montreal, Vancouver, Calgary, and Edmonton, as well as their surrounding areas, dominate the Canadian consumer market. This means that the market in Canada is heavily concentrated in the south and along the coast, reflecting the country's demographics. Supermarkets and other conventional store types are the most common, followed by mass retail businesses such as department stores and convenience shops. Also, E-commerce is rapidly gaining popularity.

Supermarkets & Hypermarkets

According to the research, Canada's retail sector is dominated by a small group of market leaders, including three traditional grocers and two general merchandisers, who together account for about 76% of the market. Loblaws, with around 28% of the market share, leads this group, followed by Sobeys, Metro, Costco, and Walmart (Figure 20). However, the retail landscape also includes a variety of smaller companies, such as regional retail chains, local grocers, and convenience stores, which contribute to the overall retail ecosystem and provide consumers with a wide range of options and shopping experiences. (Karst, 2023)

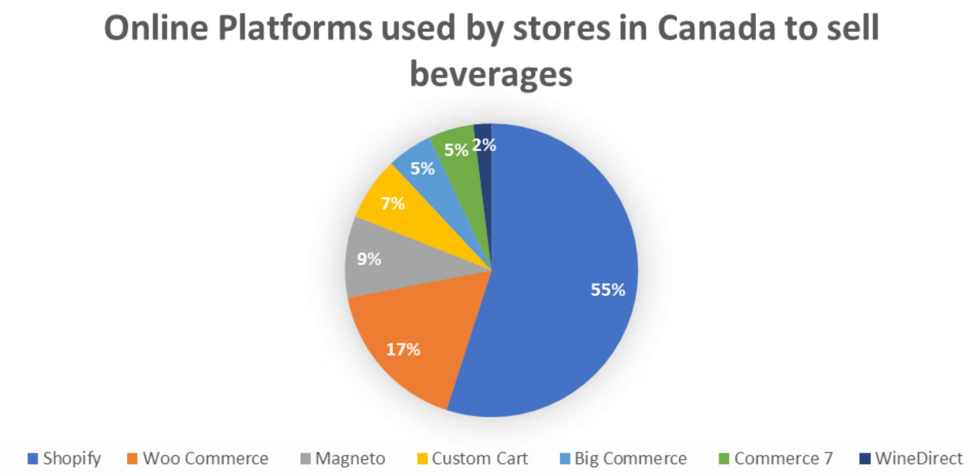
Figure 20
Top Retail Stores in Canada

E-Commerce

Over the past decade, e-commerce has experienced remarkable growth, outpacing traditional retail channels in speed and scale. In Canada, the e-commerce sector has surged, reaching approximately EUR 21 billion in revenue. Key players in this thriving online marketplace include Walmart, Amazon, Dell, Sears, Staples, Costco, and Best Buy, each contributing to the dynamic landscape of digital retail. Furthermore, in the beverage market segment, Shopify emerges as the leading platform among the top 100 online beverage stores in Canada for the year 2024, followed closely by WooCommerce and Magento, as reported by Aftership. The market share of these platforms can be seen in Figure 21. This trend underscores the evolving preferences of consumers towards online shopping platforms and highlights the significant role of e-commerce in shaping the retail industry landscape. (Aftership, 2024)

Figure 21

Online Beverage E-Commerce Market Share

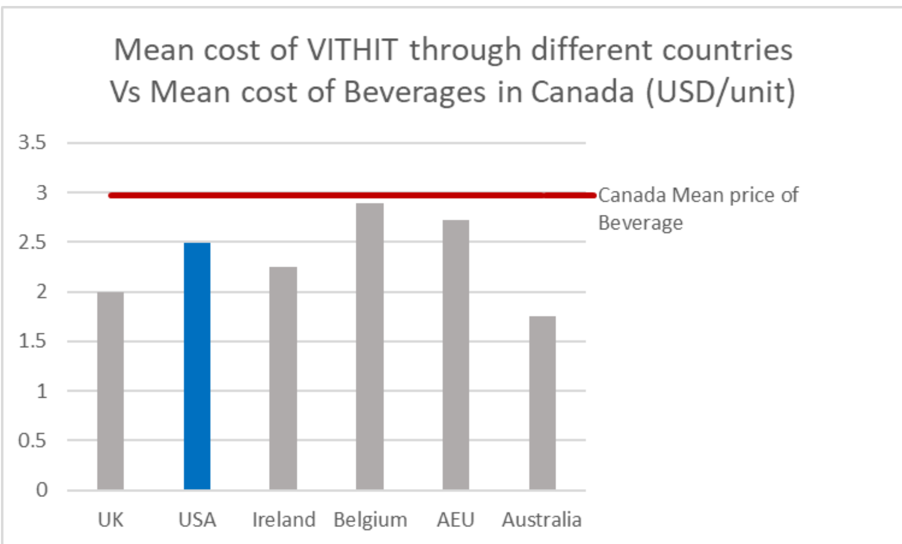


Pricing

Through the performance analysis of the position of Vihit in the beverage market, we found that the regular price of the product across the geographies it has access to is a media of 2,35 USD. Nevertheless, in the U.S. Market, it can be found at a regular price of 2,45 USD, comparing the different channels of e-commerce and convenience stores, similar to those described above for the Canadian Market (Vihit, 2021). Moreover, the Canadian market has faced a price of 2,97 for an individual package beverage in 2023 (Statista, n.d). That enables entry VITHIT using their price standard per unit, focusing their sources investing more on engaging the suggested target. Compared to the mean cost of beverages in Canada we can see in Figure 22 that VITHIT is cheaper.

Figure 22

Mean Cost of Beverages



SWOT Analysis

The SWOT analysis performed for VITHIT's possible expansion into the Canadian market provides a strategic overview of the business (Figure 23). Combining insights from both qualitative and quantitative research this provides useful information for VITHIT's market entry strategy in Canada by examining internal strengths and weaknesses as well as external opportunities and threats.

Figure 23

VITHIT SWAT Analysis

Limitations

A limitation of this report includes difficulties in classifying VITHIT. For example, the fact that is not a carbonated sugary drink turns an obstacle to thinking VITHIT on the classic definition of soft drinks; the difference between the use of each flavour was an impediment to referring to VITHIT as a sport drink, the mix of the fruit with tea and low caffeine level was meant it could not be classified as juice and though they possess energy boost components, it is a risk to classify them as an energy drink because the perception of this kind of beverage goes against the values of the brand as a natural-based healthy beverage.

The sample of error, as we mentioned before, was impacted by the number of answers being below the expectation, having 0.5% more than it was intended, for this first proposal we do not consider material for the general results. The accuracy of this model on an initial moment is 86% calculated by the compared values on a confusion matrix, which allows us to look through further variables that can benefit even the entry of VITHIT. Nevertheless, the risk of loyalty is still relevant for creating a market strategy with a higher probability of impact.

Recommendations & Conclusion

Based on the findings of the market research conducted for VITHIT's entry into the Canadian market, the following recommendations are suggested:

- Leverage VITHIT's unique value proposition as a vitamin-rich, low-calorie beverage to set it apart from competitors. To appeal to health-conscious Canadians, marketing initiatives should emphasise its health benefits and natural ingredients.
- According to the findings, students and young adults are more likely to try new beverages. Therefore, we propose implementing comprehensive marketing strategies that use a variety of channels, such as social media platforms, influencer partnerships, and immersive experiential marketing initiatives, to effectively engage with target demographics and increase brand recognition.
- Maintain competitive pricing for VITHIT while preserving its market position. Conduct pricing evaluations to establish the ideal price points that strike a balance between consumer affordability and brand profitability.

In conclusion, the findings of this report highlight the promising opportunities and challenges associated with launching VITHIT in the Canadian market. VITHIT's unique value proposition as a vitamin-rich beverage makes it appealing to health-conscious consumers looking for useful and refreshing alternatives. However, navigating the competitive landscape, regulatory constraints, and demographic variations will necessitate meticulous preparation and execution. Through strategic marketing, distribution, and product adaptation, VITHIT could connect with Canadian customers, gain market share, and establish itself as a top choice among health-conscious beverage options in Canada. By embracing innovation, consumer interaction, and market responsiveness, VITHIT may pave the road for long-term growth and success in the dynamic Canadian market.

References

Canada, T. (2021, June 30). *Canada's marine network*. Transport Canada. https://tc.canada.ca/en/corporate-services/transparency/corporate-management-reporting/transportation-canada-annual-reports/canada-s-marine-network

Das, D., Sarkar, A., & Debroy, A. (2022). Impact of COVID-19 on changing consumer behaviour: Lessons from an emerging economy. *International Journal of Consumer Studies*, *46*(3), 692–715. https://doi.org/10.1111/ijcs.12786

Harrison, A. (2022, November 15). *VitHit vitamin drink takes simple health message global*. NutraIngredients.com. Retrieved February 23, 2024, from https://www.nutraingredients.com/Article/2015/07/08/vithit-vitamin-drink-takes-simple-health-message-global

Heckman, M.A., & Sherry, K. (2010, 04). *Energy Drinks: An Assessment of Their Market Size, Consumer Demographics, Ingredient Profile, Functionality, and Regulations in the United States | Request PDF*. ResearchGate. Retrieved February 23, 2024, from https://www.researchgate.net/publication/229790531_Energy_Drinks_An_Assessment_of_Their_Market_Size_Consumer_Demographics_Ingredient_Profile_Functionality_and_Regulations_in_the_United_States

H, L., & H, H. (2010). *Qualitative Consumer Research Methods*. Wikipedia. Retrieved February 23, 2024, from https://doi.org/10.1007/978-1-4419-6488-5_16

Hornstein, J. (2023, October 2). *Canada's international student population continues to soar*. CIC News. Retrieved February 23, 2024, from https://www.cicnews.com/2023/10/canadas-international-student-population-continues-to-soar-1039689.html

Karst, T. (2023, February 2). Five retailers dominate Canada's grocery sales. *The Packer*. https://www.thepacker.com/news/retail/five-retailers-dominate-canadas-grocery-sales

Lawless, H.T. & Heymann, H. (2010). 'Qualitative consumer research methods,' in Food Science text series, pp. 379–405. https://doi.org/10.1007/978-1-4419-6488-5_16.

Loh, C. (2022, March 11). *What Are Canada's Top Cargo Airports?* Simple Flying. https://simpleflying.com/canada-top-cargo-airports/

The food and beverage market entry handbook: Canada. (n.d.). European Research Executive Agency. https://rea.ec.europa.eu/publications/food-and-beverage-market-entry-handbook-canada_en

Top 100 Online Beverages Stores in Canada 2024. (2024, February 20). *aftership*. https://www.aftership.com/store-list/top-100-ca-ecommerces-beverages-stores

VITHIT Drinks IE. (2024). *ABOUT*. https://vithit.ie/pages/about?gad_source=1

VITHIT Drinks UK. (2024). *Stockists*. https://www.vithit.com/pages/stockists

https://github.com/fangbo13/MARKETING-RESEARCH-ANALYTICS/blob/main/market%20(1).ipynb

Vit-hit Operates Within the Health Drinks and Soft Drinks Industry: [Essay Example], 2624 words. (2018, September 4). GradesFixer. Retrieved February 23, 2024, from https://gradesfixer.com/free-essay-examples/vit-hit-operates-within-the-health-drinks-and-soft-drinks-industry/

Wallis, P., Sandle, T., & Gopaul, S. (2022, March 23). *Vitamin Drinks Market Is Dazzling Worldwide ith Nestle, Paleo, Red Bull GmbH, PepsiCo*. Digital Journal. Retrieved February 23, 2024, from https://www.digitaljournal.com/pr/vitamin-drinks-market-is-dazzling-worldwide-with-nestle-paleo-red-bull-gmbh-pepsico

Within the Health Drinks and Soft Drinks Industry: [Essay Example], 2624 words." https://gradesfixer.com/free-essay-examples/vit-hit-operates-within-the-health-drinks-and-soft-drinks-industry/.

Wresearch. (n.d.-b). *Canada Non-Alcoholic Beverages Market (2024-2030) | Trends, Outlook & Forecast*. 6Wresearch. https://www.6wresearch.com/industry-report/canada-non-alcoholic-beverages-market