# Grocery Retailing - Canada - November 2016

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Canadian grocery shoppers are engaged with the centre of the grocery store, buying pantry staples as well as snacks and drinks. However, the area suffers from a bit of a bad reputation given the adage ‘to stay at the perimeter in order to shop healthier’.

This report looks at the following areas:

- **Need! Don’t need! – Consumers hold dual attitudes towards the centre of the store**
- **Younger shoppers need an attitude adjustment: 18-34s most likely to negatively view centre-of-store**
- **A more conservative mindset means a greater willingness to trade down**

Canadian consumers are seen to subscribe to this, particularly Millennials, as pantry staples (eg basic cooking ingredients, starches, etc) are overshadowed by the availability of foods more appropriate for occasional indulgences (ie treats). Creatively helping consumers understand the link between shelf-stable foods with meal occasions and eating habits will help deepen their connection with centre-of-store products. Guidance and assistance in the form of tech innovations prove to be welcome, particularly amongst segments that may be less familiar with meal preparation.



**DID YOU KNOW?** This report is part of a series of reports, produced to provide you with a more holistic view of this market

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