

The Budget Shopper - Canada - December 2017

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Although most engage in budget-seeking behaviours, the majority of Canadians tend to keep an eye on their finances rather than stick to a strict budget. The flexibility in approach to monitoring their finances leads to some flexibility when shopping and receptiveness to deals found while engaging in the task.

This report looks at the following areas:

- The competition for the 'budget-shopper' is heating up
- Virtually all consumers are 'budget-shoppers' to some degree
- Few Canadians are doing pre-work to find deals

As consumers navigate between price and brand loyalty, value offerings from conventional retailers are working to attract attention. This means that avenues such as private label brands hold the potential to keep consumers engaged and loyal. This Report explores the shopping behaviour and attitudes of Canadian shoppers and the degree to which the consumers fit under the label of the 'budget shopper'.

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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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Table of Contents

Overview

What you need to know

Executive Summary

The issues

The competition for the 'budget-shopper' is heating up

Figure 1: Retailers shopped (any rank), September 2017

Virtually all consumers are 'budget-shoppers' to some degree

Figure 2: Monitoring finances, September 2017

Few Canadians are doing pre-work to find deals

Figure 3: Pre-shopping budgeting actions, September 2017

The opportunities

Enabling the spontaneous response to sales to generate action

Figure 4: Budgeting actions taken while shopping, September 2017

Women love the thrill of the hunt, reward them for sharing

Figure 5: Monitor spending because of enjoyment of seeking the best price, women vs men, September 2017

Private labels are a win for consumers and retailers alike

Figure 6: Attitudes towards private label, September 2017

What it means

The Market – What You Need to Know

Consumers are relatively confident in their financial situation

An aging population means a smaller proportion of formal budgeters

Market Factors

Canadian consumers facing record high debt levels

Figure 7: Monthly movement in selected components of the Canadian Consumer Price Index, seasonally adjusted, September 2014-September 2017

The bulk of consumers see their financial situation as healthy or ok

Figure 8: Perception of financial health, February 2016-17

Economic factors point to growing confidence in the economy

Bank of Canada actions reflect confidence in the economy

Figure 9: Canada bank rate, September 2012-September 2017

Consumer confidence reflects optimism shown by Bank of Canada

Figure 10: Canada's unemployment rate, August 2012-August 2017

An older population means shift in budgeting attitude

Figure 11: Population aged 0 to 14 years and 65 years and older, as of July 1, 1995 to 2035*

Figure 12: Monitoring finances, by age, September 2017

Key Players – What You Need to Know

Catering to the budget-minded consumer is common practice

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All consumers seek value

Technology will help the hunt for deals

What's Working?

Retailers are actively courting budget-minded consumers

Loblaw actively promoting its discount banners

Figure 13: No Frills Jazz Trio TV Commercial, May 2017

Figure 14: No Frills Aisles Commercial, July 2017

The presence of off-price retailers continue to grow in Canada

Actions speak louder than words: consumers are shopping for discounts

Walmart Canada seeing gains with lower prices

Dollarama performance in Canada exceeds expectations, and is still growing

What's a Challenge?

In some ways, virtually all consumers are 'budget shoppers'

Figure 15: Budgeting actions, September 2017

The retail landscape is catering more to budget-minded shoppers

Companies can offer value above and beyond just pricing

What's Next?

Private label presence grows, with big players Amazon and Walmart stepping up the offerings

Spotlight on Amazon

Spotlight on Walmart

Technology makes it easier for consumers to find and access deals

Flipp

Gas Buddy

Hopper

Drop

Checkout 51

The Consumer – What You Need to Know

Over nine in 10 Canadians monitor their finances

Both practical and emotional elements drive finance monitoring

It's a toss-up between price and brand loyalty

Relatively few Canadians do pre-work to find deals

Conventional grocery stores win out – budgeter or not

Monitoring Finances

Virtually all Canadians monitor their spending

Figure 16: Monitoring finances, September 2017

Under-55s: having a budget doesn't equate to strict adherence

Figure 17: Monitoring finances, by age, September 2017

Flex in following a budget – in their words

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Opportunities exist to help under-55s achieve their financial goals

Figure 18: Perception of financial health, by age, September 2017

Reasons for Monitoring Finances

Motivations for monitoring spending are both practical and emotional

Figure 19: Reasons for budgeting, September 2017

Enjoyment varies little by finance monitoring behaviour or income

Women, particularly mothers, enjoy the thrill of the hunt

Figure 20: Monitor spending because of enjoyment of seeking the best price, women vs men, September 2017

Young women are driven by practical concerns

Figure 21: Monitor spending to pay off personal debts, women 25-34 vs overall, September 2017

Managing daily expenses creates immediate needs

Shopping Attitudes

Effort made to seek deals with some allowance for splurges

Figure 22: Attitudes towards shopping, September 2017

Women under-35 more willing to turn to unfamiliar brands

Figure 23: Attitudes towards shopping, women 18-34 vs women 35+, September 2017

Brand cachet likely holds less weight amongst young women

Figure 24: Uniquely J Peruvian Coffee Single Serve, October 2017

Figure 25: Uniquely J Coffee Bar Blend Coffee Ground, October 2017

Consistency in quality is a greater consideration to women over 35

Quebecers are less willing to give into impulse

Figure 26: Agreement with 'I will splurge on items I really want', Quebec vs overall, September 2017

Budgeting Actions

Virtually all consumers engage in deal-seeking behaviours

Figure 27: Budgeting actions, September 2017

Sales lead to spontaneous purchases – in their words

Young women keep their eyes on the prize: sales and low prices

Figure 28: Shop discounted items and buy whatever is the lowest price every time I shop, women 18-34 vs overall, September 2017

Encouraging sharing should bring benefits to all

Parents are active bargain hunters

Figure 29: Repertoire analysis of budgeting actions taken every time they shop, parents with children under-18 at home vs non-parents, September 2017

Parents need efficient ways to stretch their dollars

Retailers Shopped

Conventional grocery stores rank highest

Figure 30: Retailers shopped, September 2017

Value offerings from conventional grocery stores cut in on value retailers

Figure 31: Top three retailer-type shopped, by finance monitoring behaviour, September 2017

Figure 32: Retailers shopped (any rank), September 2017

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Private label products resonate with budget-minded shoppers

Figure 33: President's Choice Loads Of Chicken with Cheese Tortellini (Canada, October 2017)

Figure 34: President's Choice 3 Grains & Cranberry Salad (Canada, October 2017)

Figure 35: President's Choice Tom Yum Broth (Canada, October 2017)

Figure 36: PC Loads of Canadiana Burger, May 2017

Figure 37: PC Maple Marshmallows, May 2017

Bargain hunters rate mass merchandisers as their go to retailer

Figure 38: Shopping at mass merchandisers, September 2017

Value is in the eye of the beholder – time savings also count for parents

Canada vs US – Differences in Approach to Shopping

Canadians approach to budget shopping differs from Americans

American shoppers are more likely to put effort into doing pre-work

Figure 39: Budgeting actions taken every time, Canada vs US, September 2017(Canada)/ August 2017 (US)

But, Canadians are paying attention to prices at stores

Figure 40: Budgeting actions taken every time, Canada vs US, September 2017(Canada)/ August 2017 (US)

Figure 41: Budgeting actions taken at least some of the time, Canada vs US, September 2017(Canada)/ August 2017 (US)

Canadians are less willing to give up their favourite brands or products

Figure 42: Buying store brand every time, Canada vs US, September 2017(Canada)/ August 2017 (US)

Figure 43: Agreement with 'I will wait for a product to go on sale before I buy it', Canada vs US, September 2017(Canada)/ August 2017 (US)

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

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