

Holiday Shopping - Canada - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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



Virtually all Canadians are shopping for the holidays (93%). While Christmas is a primary driver of holiday shopping activity for consumers, retailers should be mindful that non-winter holiday celebrations such as Valentine's Day and Mother's Day are also major shopping events that Canadians shop and plan ahead for.

This report looks at the following areas:

Canadians lean more towards home-based celebrations, meaning that food and beverage categories as well as home-centric activities that encourage in-person interactions will be top of mind. Although finding savings will always be a priority, the notion of buying for others and making a good impression will lead consumers to break out of their regular shopping routines. Consumers today are leveraging multiple sources in their quest to find discounts and learn about products, however, Canadians continue to lean towards completing their holiday shopping journeys in-stores.

- **Canadians are shopping for the holidays year round**
- **Fragmentation is seen in retailer choices when prepping for the holidays**
- **Retailers must do more to impress**

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Holiday Shopping - Canada - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Table of Contents

Overview

What you need to know

Definitions

Executive Summary

The issues

Canadians are shopping for the holidays year round

Figure 1: Likelihood to search for savings when shopping for the holidays, March 2018

Fragmentation is seen in retailer choices when prepping for the holidays

Figure 2: Planned shopping at retailer type (net any channel), March 2018

Retailers must do more to impress

Figure 3: Approach to holiday shopping, March 2018

The opportunities

A seamless experience may be the best defense to preventing drop-off

Figure 4: Approach to holiday shopping, March 2018

Home is where the heart is for holiday celebrations

Figure 5: Holiday traditions, March 2018

There may be room for new traditions: young people are going out

Figure 6: Go out for a meal, by age, March 2018

What it means

The Market – What You Need to Know

Consumers have more spending power

Competition in the Canadian retail landscape continues to heat up

Market Factors

A stronger economy means more spending power

Figure 7: Perception of financial health, January/February 2015-18

Retailers catering to home celebratory needs are well positioned

Figure 8: Monthly movement in selected components of the Canadian Consumer Price Index, seasonally adjusted, March 2013-March 2018

The retail landscape in Canada is changing

International retailers continue to increase their presence

The discount stores and off-priced retailing scene is heating up

The threat of Amazon looms

Key Players – What You Need to Know

As competition heats up, some retailer types are losing ground

Looking ahead, deals may be more frequent and easier to come by

What's Working?

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Holiday Shopping - Canada - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Mass merchandisers have mass appeal

Figure 9: Planned shopping at mass merchandisers (net any channel), by income, March 2018

Walmart's holiday campaigns highlight that holiday prep is not just about the gifts

Figure 10: Christmas PJs, November 2017

Figure 11: Affordable Gear for Canada Day, May 2017

Interest in Amazon spans across all age groups

Figure 12: Planned shopping at Amazon, by age, March 2018

Figure 13: Amazon email, May 2018

Let's get physical: enhancing the in-store experiences keep consumers engaged

What's Struggling?

Fragmentation is seen in retailer choices when prepping for the holidays

Figure 14: Planned shopping at retailer type (net any channel), March 2018

Private label will help grocery retailers hold their lane – Particularly with 18-34s

Figure 15: PC Shrimp & Scallops Au Gratin, November 2017

Department stores may be losing ground

Figure 16: Planned shopping at department stores and dollar stores, by household income, March 2018

Department stores may see gains by focusing messaging on quality

What's Next?

Retailers are creating their own sales events

Figure 17: Way Day, Wayfair direct mail campaign, April 2018

Partnerships are making deals sweeter for consumers

Figure 18: Make Mother's Day Amazing, Hilton Honors email campaign, May 2018

The Consumer – What You Need to Know

Home is where the heart is when it comes to holidays

Most are going in with a strategy

Some will alter shopping habits to make a good impression

Holiday Shopping

Canadians are shopping for holiday occasions throughout the year

Figure 19: Holidays shopped for, March 2018

In addition to Christmas, Moms shop for holidays during the year

Figure 20: Holidays shopped for (select), moms with children under-18 at home vs overall, March 2018

Loyalty programs may be a good way to capture mom's attention

Parents of teens may be bonding over Thanksgiving and New Years

Figure 21: Holidays shopped for, Parents with 12-17s at home vs overall, March 2018

Activities that foster in-person interactions will win over the entire family

Figure 22: Play Great Games Together – Nintendo Switch, May 2018

Fathers are engaged for Valentine's Day and Mother's Day shopping

Figure 23: Holidays shopped for, dads with under-18s at home vs overall, March 2018

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Holiday Shopping - Canada - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

Showcasing dads in the lead role of party planner will resonate
Figure 24: Share Reel Love for Father's Day, June 2017

Holiday Traditions

Home is where the heart is – Even for holiday celebrations
Figure 25: Holiday traditions, March 2018

Older consumers are more likely to host meals
Figure 26: Hosting a meal, by age, March 2018

Focusing on the social side of hosting will bring gains

Younger consumers are also keen to go out for celebrations
Figure 27: Go out for a meal, by age, March 2018

Share-worthy experiences are key to reaching younger consumers

Approach to Holiday Shopping

Most consumers are going in knowledgeable and prepared
Figure 28: Approach to holiday shopping, March 2018

Parents are more zoned in when shopping for gifts
Figure 29: Researching items online then buying in-store and showrooming, parents vs non-parents, March 2018

Visibility and a seamless shopping experience will win over parents

Ideas begin online with gift lists and social media for young women
Figure 30: Using gift list and social media, women 18-24 vs overall, March 2018

Showcase what's new to engage young women at the start of their process
Figure 31: The look: glitter eye, January 2018

Then give them something to talk about at the end

Men 18-44 are most likely to be last-minute shoppers
Figure 32: 'I am mostly a last-minute shopper' (% agree), men 18-44 and fathers with under-18s at home vs overall, March 2018

The ability to create wish or gift lists could appeal to younger men

Preparation Behaviours

The quest for savings will never go out of style
Figure 33: Likelihood to search for savings when shopping for the holidays, March 2018

Women 35-54 will take all the savings they can get
Figure 34: Likelihood to search for savings when shopping for the holidays, women by age, March 2018

Good opportunity exists for department stores to gain the attention of women 35-54

The quest for savings isn't always for others
Figure 35: 'I often buy sale items for myself' and 'I often buy unplanned items' (% agree), women vs men, March 2018

The time is ripe for self-gifting, fast fashion retailers take note!
Figure 36: Planned shopping at retailer type (net any channel), women 18-24 vs overall, March 2018

Approach to Holiday Shopping

Some will change their typical behaviour for holiday shopping
Figure 37: Approach to holiday shopping, March 2018

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300
APAC +61 (0) 2 8284 8100 |
EMAIL: reports@mintel.com

Holiday Shopping - Canada - June 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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

It's not about me, it's about others – In their words

To help them impress others, retailers must impress the shopper first

Affluent consumers are keen on brand names

Figure 38: 'I like buying name brand products' (% agree), those with a household income of \$150,000 or higher vs overall, March 2018

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com