

Grocery Retailing - Canada - August 2018

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

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"Grocery retailers have a captive audience as virtually all Canadians (96%) hold some level of responsibility for the task of shopping and the large majority partake in the activity at least once per week (85%). Fortunately for retailers, most Canadians find the task enjoyable."
- Carol Wong-Li, Senior Analyst, Lifestyles and Leisure

This report looks at the following areas:

- Mass merchandisers are making in-roads in the category
- Life stage impacts who and how consumers shop for groceries
- Consumers need more information before they'll shop (more) for groceries online

While Canadians continue to lean towards traditional supermarkets for items associated with freshness, the expansion of supercentres combined with the convenience of one-stop shopping plus the promise of low prices is leading younger consumers to become less loyal. While interest in buying groceries online has increased over the past three years, the bulk of Canadians have yet to do so, meaning that retailers will need to provide more information and do more to address concerns. Baby steps will need to be taken to help ease consumers towards new grocery shopping habits.

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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

Definitions

Executive Summary

The issues

Mass merchandisers are making in-roads in the category

Figure 1: Store types shopped (net any grocery item), May 2018

Life stage impacts who and how consumers shop for groceries

Figure 2: Grocery shopping responsibility, by age, May 2018

Consumers need more information before they'll shop (more) for groceries online

Figure 3: Shopping for groceries online, 2018 vs 2015, May 2018/October 2014

The opportunities

Old habits die hard: dividing up categories may help adoption of online grocery shopping

Figure 4: Concerned about the freshness of products purchased online, those who have not done so before but are interested vs overall, May 2018

Parents are keen for more ready-prepared offerings, so make it more like takeout

Figure 5: Grocery products bought (net any store), parents with under-18s at home vs overall, May 2018

Increase engagement during off-peak times by appealing to older consumers

Figure 6: Shops for groceries more than once per week, under-65s vs over-65s, May 2018

What it means

The Market – What You Need to Know

Tariffs will likely have an impact on consumer shopping behaviour

An aging population means different shopping habits

Consumers feel more financially healthy opening up leeway for small splurges

Market Factors

Tariffs will likely have an impact on consumer shopping behaviour

Consumers will likely see higher prices due to tariffs

Grocery shopping is a high-engagement category

Figure 7: Category engagement – all categories, January 2018

Some Canadians are being more patriotic at the grocery store

Figure 8: French's Perfect Match, November 2016

An aging population means changing grocery shopping habits

Figure 9: Population aged 0-14 and over 65, 1995-2035*

Improvement in perception of financial health suggests a little more room for small splurges

Figure 10: Perception of financial health, January/February 2016-18

Key Players – What You Need to Know

Loyalty programs live up to their namesake and keep consumers loyal

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Mass merchandisers are making gains in grocery
Retailer reactions to Amazon will benefit consumers

What's Working?

Loyalty programs are keeping consumers loyal: spotlight on Loblaw
Participation in loyalty programs run by LCL (Loblaw Companies Limited) is high
Members have more options and benefits with PC Optimum
Looking ahead, more benefits to come to those willing to pay a small fee
Figure 11: Acquisition email, President's Choice, June 2018

What's Struggling?

Mass merchandisers are making gains in grocery
Figure 12: Buying fresh grocery items by store-type, May 2018
Figure 13: Acquisition email, Walmart, July 2018

What's Next?

Tech integrations are starting to have a presence
More self-checkout stations in future
More retailers are investing in Scan-and-Go technology
Amazon Go opens to the public
Tech integrations, more to it than just benefiting customers
Canadian retailers add convenience offerings to take on Amazon
Loblaw expands home delivery and PC Express pickup points
Metro updates its online grocery service
The presence of meal kits is increasing and retailers are paying attention

The Consumer – What You Need to Know

Virtually all Canadians shop for groceries
The presence of mass merchandisers cannot be ignored
Interest in buying groceries online increases, but barriers remain

Grocery Shopper Profile

Virtually all shop for groceries and most do so at least once a week
Figure 14: Grocery shopping responsibility, May 2018
Figure 15: Grocery shopping frequency, May 2018
Moms more likely to be the primary grocery shopper, though fathers see themselves as contributors
Figure 16: Sole responsibility for grocery shopping, mothers vs fathers, May 2018
Not all trips are created equal: parents are making multiple trips to the grocery store
Figure 17: Shops more than once per week, parents with under-18s vs non-parents, May 2018
Click-and-collect for ready or semi-prepared options will appeal
Older consumers more likely to share the responsibility and are high frequency shoppers
Figure 18: Responsibility for grocery shopping, by age, May 2018
Figure 19: Shops for groceries more than once per week, by age, May 2018

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Showcasing high-quality products during off-peak times may yield gains

Store Types Shopped

The grocery market is fragmented

Figure 20: Store types shopped (net any grocery item), May 2018

Grocery stores still own their lane, though mass merchandisers have an 'in' via household products

Figure 21: Staple grocery items bought, by store type, May 2018

Figure 22: Household products and BPC items, by store type, May 2018

Mass merchandisers are winning over the under-45s

Figure 23: Shopping at supermarkets vs mass merchandisers (net any grocery item), 18-44s vs over-45s, May 2018

The draw is less through grocery staples, though convenience keeps them shopping

Figure 24: Difference between likelihood to purchase products from supermarkets vs mass merchandisers, May 2018

Messages focused on fresh and convenience will help

Supermarkets own fresh, mass merchandisers own value – in their words

Positioning convenience as a value offering will help differentiate supermarkets

Buying Groceries Online: Attitudes and Barriers

Canadians are showing increased interest in buying groceries online

Figure 25: Shopping for groceries online, 2018 vs 2015, May 2018/October 2014

Parents are on board, but opportunity exists to encourage more activity

Figure 26: Have bought groceries online and would do so again, parents with under-18s at home vs overall, May 2018

Engagement can be deepened by incentivizing product re-ordering online

Retailers need to address concerns about freshness and costs

Figure 27: Barriers to order groceries online, those who have not done so before but are interested vs overall, May 2018

A little more information may make a big difference

Addressing concerns about freshness via social media

Let them know that ordering groceries online isn't so different from shopping online for other categories

Breaking apart the 'grocery' categories may help adoption

Shopping for groceries lacks the tactic experience – in their words

Start by encouraging consumers to buy categories they are less engaged with

Small perks may tip them into trying it

Figure 28: Interest in seeing grocery stores offer customized promotions to their shopping habits, those who have not done so before but are interested vs overall, May 2018

Emulating the 'discovery' process may also pique interests

Food for thought: shopping in physical stores offers the joy of discovery

The element of surprise/discovery may be lacking – In their words

Opportunities for Grocery Stores

Women aged 45-64s are in a time of transition and are looking for samples of new products

Figure 29: Interest in seeing 'more samples of products I would not typically buy', women 45-64 vs overall, May 2018

Featuring products with simple and high quality ingredients will resonate

Figure 30: Rude Health Organic Ultimate Almond Drink (Netherlands, October 2017)

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Parents are keen for more ready-prepared offerings

Figure 31: Grocery products bought (net any store), parents with under-18s at home vs overall, May 2018

Consider increasing convenience surrounding ready-prepared offerings

In-store cafes are a key area of interest for 18-24-year-old women

Figure 32: Interest in seeing more grocery stores include in-store cafés or restaurants, 18-24s vs overall, May 2018

Showcasing speciality ready-made items to generate cravings amongst 18-24s

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

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