

## Grocery Retailing - Canada - February 2015

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“Beyond re-creating the traditional coupon experience on a new platform, grocery retailers have the opportunity to adapt technology in ways that could vastly improve the grocery shopper experience. This will be increasingly important as the cost of food continues to rise and the market becomes more crowded.”  
– Carol Wong-Li, Senior Lifestyle Analyst

### This report looks at the following areas:

- Improving the grocery shopping experience
- Boosting emotional engagement with apps
- Baby steps may need to be taken for click-and-collect groceries
- Leveraging health as a way to introduce new food opportunities

Canadians are highly engaged with the grocery retailing market. Participation is healthy with over 90% holding some level of responsibility for the task and almost 80% doing so at least weekly. Supermarkets are proving successful in meeting the grocery needs of their customers as most Canadians are primarily buying their groceries at these venues. On the whole, value-seeking grocery shoppers with families and younger shoppers are supplementing their grocery purchases at Walmart while older, more affluent shoppers are turning to Costco.

The market is seeing new opportunities with the integration of technology in the form of apps and click-and-collect options, though consumers may need some encouragement to adopt these interactive methods. In light of rising food costs and an increasingly crowded market, opportunities exist to provide customers with greater levels of convenience and health-related information to encourage deeper engagement with the grocery purchasing process.

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### DID YOU KNOW?

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Shoppers Drug Mart  
 Rexall Pharma Plus  
 London Drugs  
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