

## Grocery Retailing - Canada - August 2018

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

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

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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

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Abbreviations

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