

# Canadian Lifestyles - Canada - 2021

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- Spending habits compared to pre-pandemic
- The pandemic's impact on work situations
- Consumer values and morals
- Initiatives shoppers want to support
- Interest in sustainable consumption

Following growth in 2019, consumers have cut spending dramatically in 2020 due to the COVID-19 pandemic. While some categories like travel and food service continue to struggle, others have rebounded nicely and are enjoying pre-pandemic consumer spending (eg technology, in-home food and alcohol, and transportation).

With almost 84% of eligible Canadians being fully vaccinated, children aged 5-11 on the cusp of being eligible and much of the businesses that were closed or operating under reduced capacities now fully open, 2022 has the opportunity for much success.

Recent spending habits were a useful indicator of how the pandemic magnified Canadians' pre-pandemic situations. Those who were already saving/investing got the chance to do more of it amid business closures, while those who were struggling pre-pandemic found it even harder to make ends meet. Overall, health/wellness, sustainability and local community support are the areas that consumers are most interested in backing with their shopping dollars.



“Exceptional vaccination rates and business reopening across the country have given the Canadian economy a real boost in the arm (pun intended). In fact, spending in the first two quarters of 2021 look similar to pre-COVID-19 times for many categories.”

**- Scott Stewart, Associate Director – Lifestyles and Retail**

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- Groceries and cooking are becoming more convenient

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- Interest in sustainable consumption

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