Grocery Retailing - Canada - 2022

Report Price: £3695 | $4995 | €4400

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

This report looks at the following areas:

- **How often Canadians shop for groceries and what channels they use.**
- **What shoppers consider when choosing a grocery store.**
- **How Canadians are most likely to respond to rising prices in grocery stores.**
- **Grocery shopping behaviours at non-traditional grocery retailers.**
- **How consumers think about different grocery categories, including the importance of local sourcing and name brands.**
- **Analysis of what role local sourcing can play in grocery stores' produce sections.**

In year three of the pandemic, as most consumer behaviours return to normal, online grocery shopping habits have remained stable. There are as many consumers using online grocery in 2022 as there were in 2021, indicating that the channel has established a strong base. However, grocery ecommerce is still evolving. The future won't necessarily be driven by full-service deliveries like Voilà or Instacart; instead, smaller orders from online retailers like Amazon and specialized services (eg weekly fresh produce delivery) will be used as supplements to traditional in-store grocery shopping habits. There is clearly a role for online grocery to play in this industry, but there will not be a one-size-fits-all solution.

As discussed last year in Mintel's Grocery Retailing – Canada, 2021 Report, the grocery industry was one of the first to be directly impacted by the COVID-19 pandemic but also one of the first to emerge back into normalcy; the high frequency of the industry made shoppers comfortable with it long before other parts of the market. However, the industry is now at the forefront of rapid inflation trends. Grocery prices are climbing quickly and consumers have noticed. The result is that consumers are adapting – either by trying to 'outwork' inflation to find better value, or by simply cutting back. Many industries are being indirectly affected by inflation, but there is no doubt that grocery retailing is being directly impacted.

"Grocery retailing is evolving; inflation is causing consumers to change behaviours, online channels offer new ways of shopping and competition is tightening. Yet, the fundamentals of the industry are consistent. Value, quality, convenience and in-person shopping remain paramount."
- Scott Stewart, Associate Director, Lifestyles & Retail

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A longer-term challenge for incumbents in this industry is the encroachment from other retailers. Namely, more than half of grocery shoppers are buying groceries from Walmart, while just under half buy from Costco. Pharmacies and dollar stores are also common sources of groceries, while Amazon is broadening the concept of what online grocery shopping can be. Major grocery retailers still hold a dominant position in the industry, but the competitive landscape will likely become tighter in the near future and make effective strategies that much more important.

The opportunities in this industry stem from its foundations: value, quality and convenience. Initiatives like local sourcing can be useful differentiators to set one retailer apart from another – but, ultimately, grocery shoppers want to get good products at fair prices in the easiest way possible. For as much evolution there is in this industry today, the most important factors remain the same as they've been for decades.

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

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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