

# The Budget Food & Drink Shopper - Canada - 2023

Report Price: £3695 | \$4995 | €4400

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## This report looks at the following areas:

- Attitudes toward what changes in habits consumers are willing to adopt to adapt to rising prices.
- Where consumers shop and how that has shifted during this period of rampant inflation.
- Steps consumers say they are taking to adapt to higher inflation rates and what actions they would like to see from retailers and producers.
- An examination of different issues that are interrelated with food inflation, including the importance of ethics and transparency, private label's role in giving more control to grocers, awareness of the importance of sustainability and innovation in automation to control costs.

As we emerge from the pandemic, the story has shifted from concerns about safety to exasperation over the cost of goods and services. Food has led all other categories regarding the generational high being experienced. As 2023 starts, Canada's overall CPI (consumer price index) appears to have peaked and continues to moderate from the highs of mid-2022. That said, the price of food, particularly at retail, is still extremely elevated, with the gap between food inflation and overall inflation having widened. In this context, shoppers are expressing elevated levels of frustration and focusing their blame on grocers and producers.

This Report takes the temperature of the Canadian consumer in terms of how they feel about inflation and what steps they are taking or are willing to take to combat rising food and drink prices. This Report also explores what steps consumers would like to see companies take to address the issue, where consumers are shopping more and less during this period and what categories consumers are most willing to sacrifice quality on to save money when shopping. As always, feedback is broken out across different demographics and other segments as called for, such as by age, parental status and, as is particularly relevant to perceived financial health. The aim of this Report is to



"Canadians are feeling the pain of rampant food inflation. They are also angry about the rising cost of food and drink and many place blame at the feet of grocers and producers. This is leading to a crisis of confidence toward the industry. There is no easy solution as rising prices are the result of global issues that are not specific to Canada."

- Joel Gregoire, Associate Director for Food and Drink

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provide a comprehensive snapshot of the inflationary environment when it comes to food, as well as how consumers say they are responding.

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