

# Grocery Retailing: Incl Impact of COVID-19 - Canada - October 2020

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## This report looks at the following areas:

Before the pandemic, grocery shopping was all about routines and habits, with behaviours practically entrenched making it difficult to change – even when exciting and relevant innovations were introduced. Now, behaviours are indeed changing meaning that grocers can now proactively shape what habits consumers will settle in to. There is urgency as grocers must act now to ensure that these newly adopted habits (like shopping online more) will stick into the longer-term. Consumers will come out of the pandemic with higher expectations of the sector than ever before, meaning that grocery retailers will need to work harder to continue to show they are indeed a true partner in supporting their interests.

- Grocery shopping responsibility
- How the frequency of grocery shopping has changed due to COVID-19
- Channels used for buying groceries
- How consumers perceive the current grocery shopping experience
- Tech and safety implementations desired after the COVID-19 preventative measures lift
- The short, medium and longer-term impact of COVID-19 on the grocery sector



“It is so cliché to use the word unprecedented in 2020, but this truly is an unprecedented time for the grocery sector right now as significant changes are seen in consumer approach to grocery shopping.”

– Carol Wong-Li, Associate Director Lifestyles & Leisure

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- **Consumers are going online, but still mostly reliant on in-store**
- **Right now, grocery shopping isn’t as enjoyable**

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