



Supermarkets in Canada

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Pressure on mid-range supermarkets amid high consumer price-sensitivity
- Expansion of speciality and organic-orientated supermarkets
- Growing focus on omnichannel shopping as supermarkets respond to key retail trends

PROSPECTS AND OPPORTUNITIES

- Shifts in consumer loyalty and private label dynamism anticipated in the forecast period
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- Omnichannel expansion and technological investments to provide impetus to supermarkets

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- Health and wellness takes centre stage in 2024
- What next for retail?

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- Informal retail
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