



# Supermarkets in Canada

February 2024

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## Supermarkets in Canada - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

In spite of challenges supermarkets channel continues to grow  
Severe competition from alternative channels is affecting supermarkets  
Sobeys' new brand platform embraces the unpredictability of family life

#### PROSPECTS AND OPPORTUNITIES

More competition expected for the supermarket channel  
Supermarkets set to become much more focused on smaller sizes  
Sobeys and Metro expected to remain at the forefront of innovation

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Retail in 2023: The big picture  
Canadian retailers under strong pressure from government to reduce prices  
Some COVID-19 related changes are not going away and will continue to impact Canadian retail  
What next for retail?

### OPERATING ENVIRONMENT

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Opening hours for physical retail  
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Seasonality  
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