



Consumer Lifestyles in Canada

June 2025

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Personal traits and values

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Personal traits and values survey highlights

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Home life and leisure time

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Eating and dietary habits

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Eating and dietary habits survey highlights

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Working life

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Health and wellness

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Health and wellness survey highlights

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Shopping and spending

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Gen Z regularly share or retweet companies' social media feed or posts

Consumers in Canada highly trust friends and family recommendations

Canadians set to increase spending on groceries the most

Baby Boomers count on financial backing or government subsidies

Shopping and spending survey highlights

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