



Consumer Values and Behaviour in Canada

June 2024

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Scope

HIGHLIGHTS

Consumer values and behaviour in Canada

PERSONAL TRAITS AND VALUES

Despite slowing inflation growth, consumers are concerned about the rising costs

Older generations feel most affected and concerned by rising cost of everyday items

More than half Canadian consumers like to explore innovative products and services

Younger generations buy from companies and brands that they trust completely

Consumers are less optimistic about their financial future compared to global counterparts

Gen Z Canadians are most optimistic about their life prospects in the next five years

HOME LIFE

Exercising at home remains top home activity

Safe location is the most appreciated home feature among Canadians

COOKING AND EATING HABITS

Canadians cook or bake a dish at least weekly

Most consumers cook themselves, but some would rather do something else

Gen Z have the least time for cooking

Canadian consumers look for healthy ingredients in food and beverages

WORKING LIFE

Gen X most focused on the work-life balance

Financial gain remains key work priority

Canadians say they maintain a clear separation between their professional and personal life

LEISURE

Majority of Canadians use virtual means to interact with their friends

Gen Z are most likely to interact with their friends in person

Canadian consumers consider value for money as their top travel consideration

Elevated costs remain top of mind, and value for money while traveling is important

HEALTH AND WELLNESS

Canadians like walking or hiking

Gen Z seems and millennials are most active

Canadians are interested in meditation to improve wellbeing

SUSTAINABLE LIVING

Consumers are feeling uneasy about the effects of climate change

Canadians are actively pursuing environmentally-conscious lifestyles

Repairing broken items is a popular way to be sustainable

Canadians utilise social and political media to voice their perspective on current issues

SHOPPING

While inflation is slowing down, finding bargains is still a top priority when shopping

Baby boomers and Gen X are most interested in best price for their purchases

Consumers in Canada are open to purchasing used or pre-owned goods

Gen Z's are least interested in private label

Canadians subscribe to online streaming services

SPENDING

Key items like groceries, are listed as the items where Canadians expect to spend more

Gen Z foresee increasing spending on travel/holidays the most
Canadian consumers remain concerned about their current financial situation
Younger generations rely on financial support from friends or family
Gen Z expect to increase their savings

TECHNOLOGY

Canadians are proactive in managing data sharing and privacy settings
Older generations express discomfort with personalised advertisements
Consumers in Canada check or refresh profiles on a social media platform
Millennials are most 'hooked ' on YouTube and streaming services
Gen Z most active in buying online
Providing feedback on a product online is not very popular in Canada
Gen Z most actively follows companies online

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