



Consumer Values and Behaviour in Canada

June 2025

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CONSUMER VALUES AND BEHAVIOURS IN CANADA

Scope

HIGHLIGHTS

Consumer values and behaviour in Canada

PERSONAL TRAITS AND VALUES

Consumers in Canada are troubled by the escalating cost of everyday goods

Older generations believe society accepts their identity

Consumers have a habit for testing out new goods and offerings

Younger generations extensively research the brands they prefer

Consumers in Canada say it is likely that they will experience greater happiness in the future

Gen Z foresee an increase in their financial well-being

HOME LIFE

While at home, consumers in Canada exercise

Safe location - the most desired home feature

COOKING AND EATING HABITS

Consumers in Canada prefer to cook or bake dishes for themselves

Canadians say that someone else living with them is in charge of making their meals

Younger generations admit their culinary abilities are not great

Consumers in Canada look for healthy ingredients in food and beverages

WORKING LIFE

Older generations expect to have the option of working from their own residence

Consumers primarily desire to receive a generous income

Consumers in Canada say they uphold a division between their job and private life

LEISURE

Consumers in Canada enjoy socialising with friends online

Younger generations enjoy socialising with friends online

Consumers in Canada primarily seek value for money when travelling

Baby Boomers expect safe destination options when travelling

HEALTH AND WELLNESS

Consumers in Canada walk or hike for exercise

Younger generations cycle or ride a bike for sport

Consumers in Canada are interested in meditation

SUSTAINABLE LIVING

Consumers in Canada are feeling uneasy about the effects of climate change

Consumers actively working towards greener and more sustainable practices

Consumers in Canada motivated to repair broken items, rather than buying new ones

Consumers utilize social media to voice their perspective on current issues

SHOPPING

Consumers in Canada like to find bargains

Baby Boomers like to find bargains

Consumers are open to purchasing used or pre-owned goods

Baby Boomers are open to purchasing used or pre-owned goods

Consumers subscribe to streaming platforms on the internet

SPENDING

Consumers set to increase spending on groceries
Gen Z set to increase spending on health and wellness the most
Canadians are concerned about their current monetary status
Baby Boomers are most secure with their current financial standing
Younger generations expect to increase overall spending

TECHNOLOGY

Consumers actively manage data sharing and privacy settings
Gen Z prefer to interact through digital means
Canadians access social media accounts to edit profiles
Gen Z regularly access social media accounts to edit profiles
Younger generations frequently makes online purchases
Consumers show support for companies by following their social media updates
Gen Z frequently provides feedback and interacts with brands social media profiles

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