



Euromonitor
International

General Merchandise Stores in Canada

February 2024

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General Merchandise Stores in Canada - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

High interest rates and inflation causing change in shopping habits that boosts variety store sales

Most general merchandise stores see slowdown in retail activity during 2023 as cost of living pressures continue to weigh on discretionary spending

Hudson's Bay relaunches Zellers stores

PROSPECTS AND OPPORTUNITIES

Both value propositions and luxury merchandise show significant potential

Dollarama Canada has ambitious plans for expansion

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Some COVID-19 related changes are not going away and will continue to impact Canadian retail

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