



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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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?

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Informal retail
Opening hours for physical retail
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