



Consumer Lifestyles in Canada

June 2024

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CONSUMER LANDSCAPE

Consumer landscape in Canada 2024

PERSONAL TRAITS AND VALUES

Personal traits and values

Canadians feel concerned about the rising prices of essential goods

Older generations actively prioritise time for their favourite activities

Baby boomers most likely to give to those in need

Canadians remain committed to tried and tested brands they know

Gen Z consumers are the most optimistic about the future

Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time

Baby boomers more likely than others to pursue hobbies during time at home

Canadian consumers enjoy interacting with companions face-to-face

Most baby boomers seek energy-efficient homes

Canadians cite a safe location as the most attractive home feature

Canadians seek value for money when travelling

Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits

Canadians prioritise looking for healthy ingredients in food and beverages

Millennials see food delivery as more convenient

Older generations snack when they are on the go

Gen Z more likely to be vegan or vegetarian

Baby boomers prefer consuming food that is sourced or manufactured locally

Eating and dietary habits survey highlights

WORKING LIFE

Working life

Canadians want employers to prioritise employee health and safety

Canadians desire to have a job that allows for a strong work-life balance

Younger generations are more driven by higher salaries

Consumers in Canada expect to work from home, especially millennials

Working life survey highlights

HEALTH AND WELLNESS

Health and wellness

Canadians participate in walking or hiking as a weekly exercise habit

Canadians turn to physical activity for stress relief

Canadian consumers consider health and nutritional benefits the most influential feature

Younger generations use apps to track health or fitness more regularly

Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending

Canadian consumers enjoy discovering the best deals on offer

Gen Z enjoy window shopping as they have no intention of making a purchase

Gen Z and baby boomers more inclined to prefer personalised shopping experiences

Baby boomers more likely to fix items before replacing them

Canadians , especially baby boomers, often buy used or second-hand items

Older generations are less likely to purchase an item through a social networking site

Younger generations are more likely to use a price comparison website

Canadians expect to spend more on groceries while reducing expenditure on novelties

Millennials more likely to owe more money than they have saved up

Shopping and spending survey highlights

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