



Consumer Values and Behaviour in Canada

June 2024

Table of Contents

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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