

# 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

Saks Fifth Avenue set to increase its store count

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Retail in 2023: The big picture

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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Opening hours for physical retail

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Back to School

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