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Data-driven intelligence for a changing world.

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RCCSTORE24

RCC RETAIL
COUNCIL
OF CANADA

CCCD CONSEIL CANADIEN
DU COMMERCE
DE DÉTAIL

Leger

Thriving in the
new normal

Finances



Almost half of Canadians say they live **paycheck to paycheck**.

Financial sentiments

Q. Compared to two years ago, do you feel that your better off or worse off financially?



28%
NET BETTER

39%
ROUGHLY THE SAME

33%
NET WORSE

67%

Belief in recession



Six in ten Canadians believe Canada is in **recession**.

Inflation

The reality...



Source: StatsCan – Measure of Core Inflation (Measure of core inflation based on a trimmed mean approach, CPI-trim (year-over-year percent change))

Shrinkflation



Corporate messaging

Cereal for dinner...

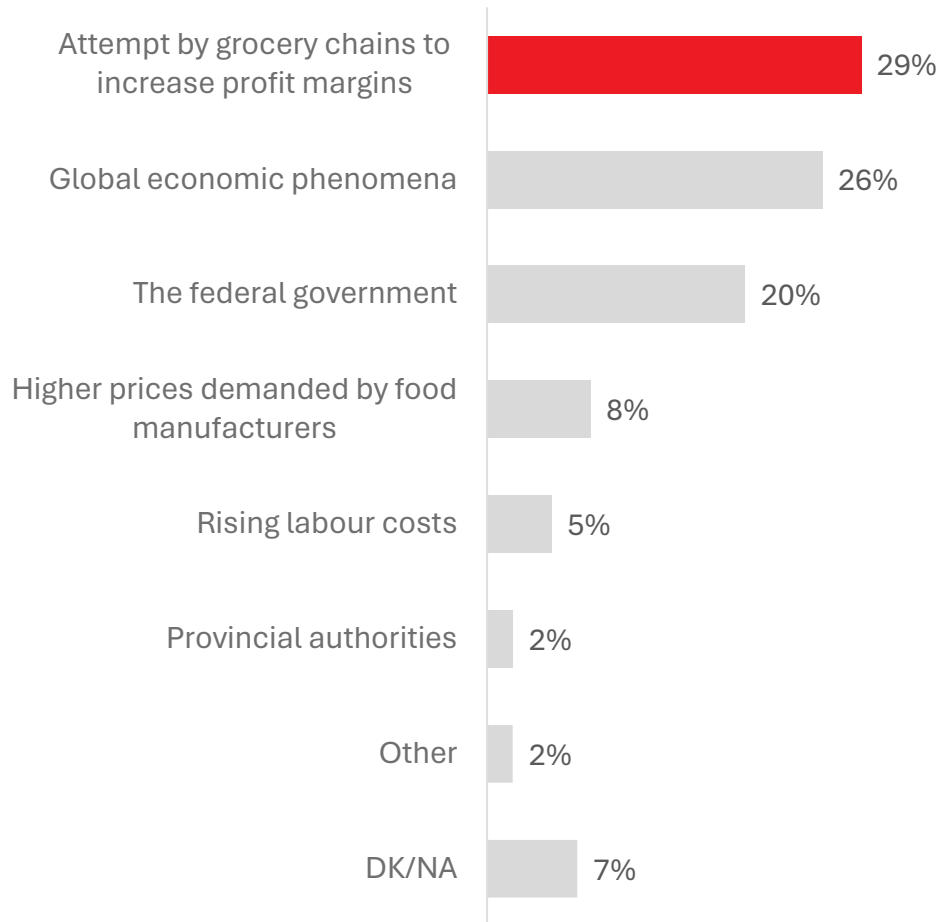


Source: TikTok 5149jamesli

* The views expressed here are solely those of TikTok user 5149jamesli and do not reflect those of Leger.

Responsibility

Who is responsible?



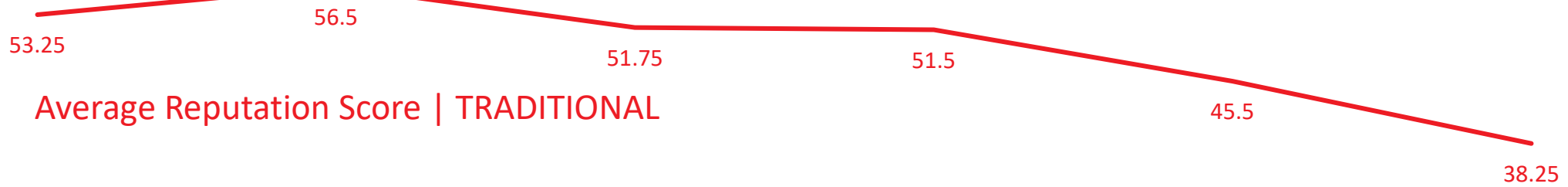
Loblaws



Corporate reputation

Grocery Sector

Average Reputation Score | DISCOUNT



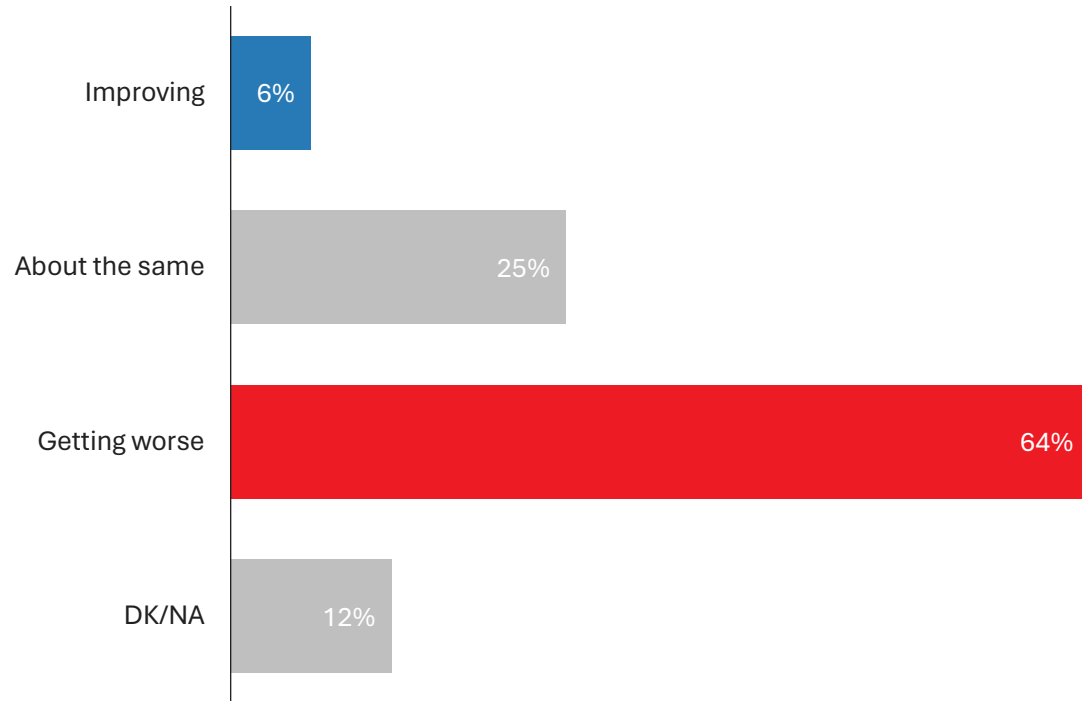
Average Reputation Score | TRADITIONAL

2019 2020 2021 2022 2023 2024

Grocery inflation perceptions

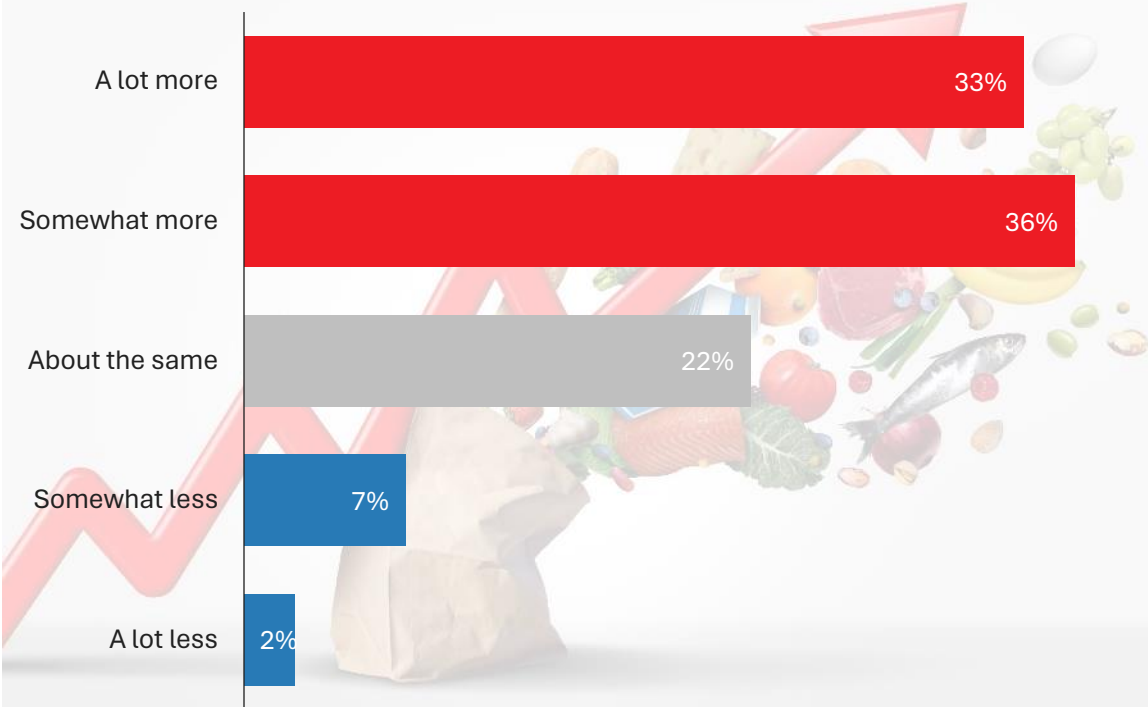
How Canadians feel...

Q. When you compare the last few weeks to say a year or two ago, do you believe that the rate of inflation at the grocery store is improving, getting worse or about the same?



Grocery spend

Q. Compared to six months ago, have you found yourself spending more, about the same, or less on groceries each week?



69%

NET MORE



22%

ABOUT THE SAME



9%

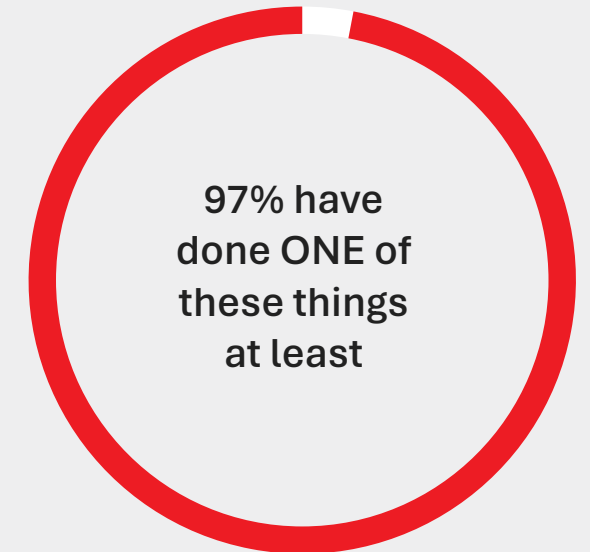
NET LESS



Shopping behaviours

How Canadians are changing...

Q. Which of the following have you personally done in the last 6 months in order to keep your grocery bills more manageable?

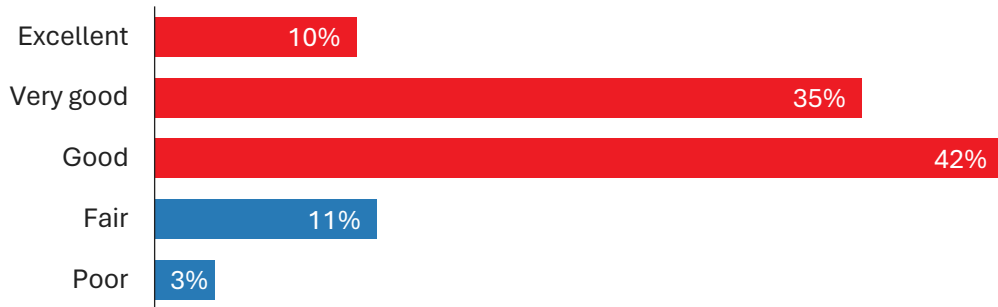


Generic / Store-brand products

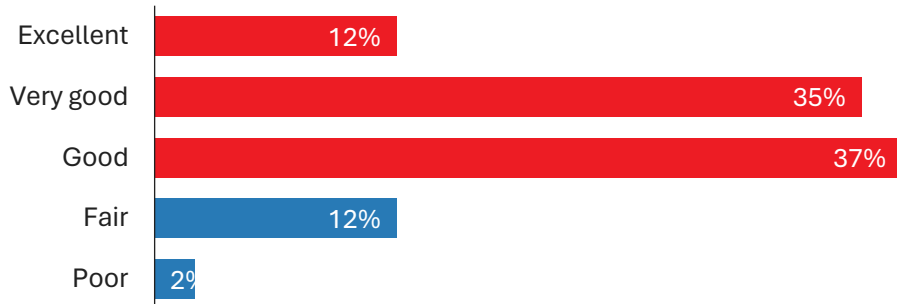
Quality / Value

Q. How do you perceive the value and quality of generic or store-brand products compared to premium or branded products?

QUALITY



VALUE



85%



Excellent/Very good/good

85%

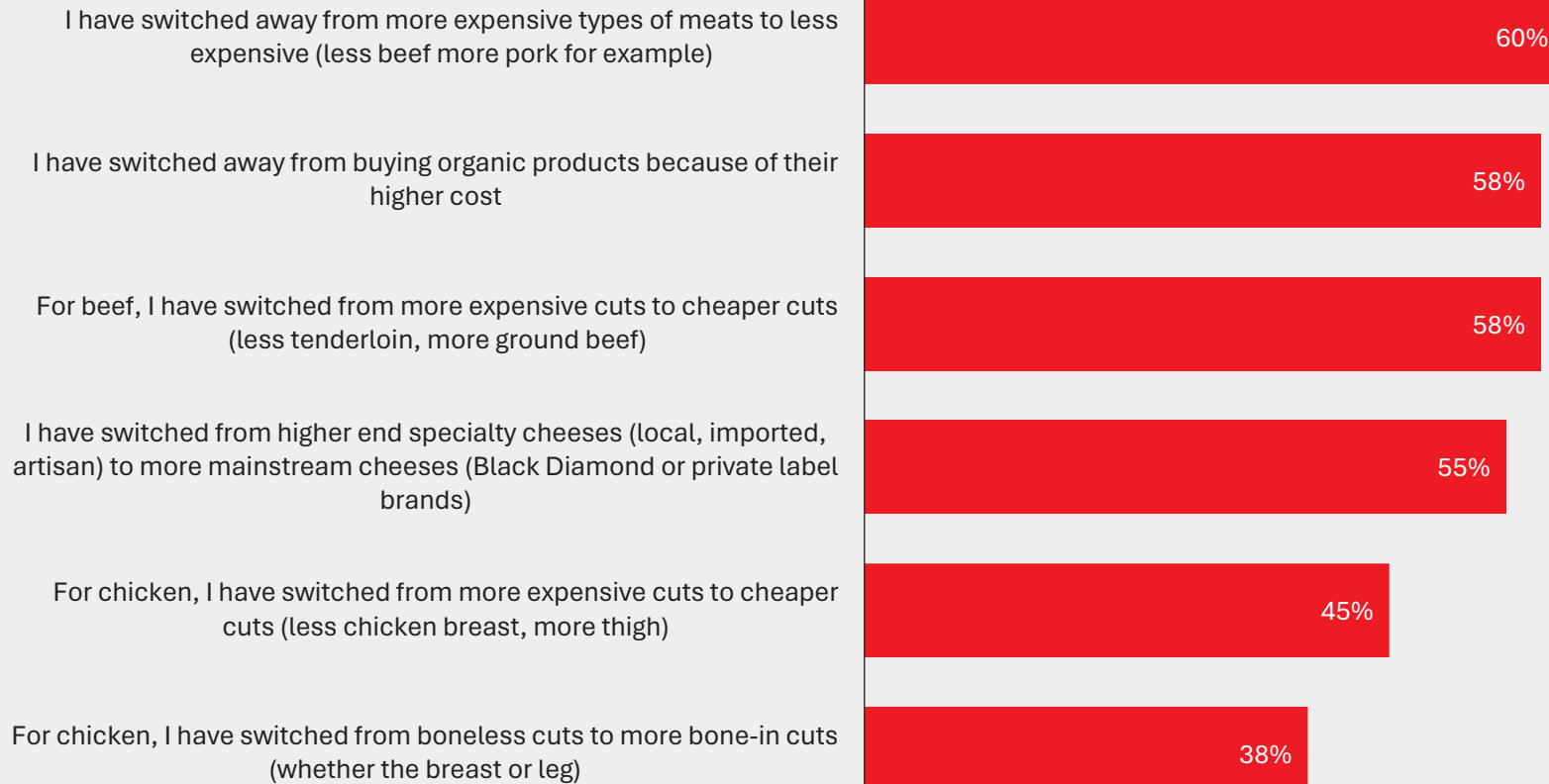


Excellent/Very good/good

Shopping behaviours

How Canadians feel...

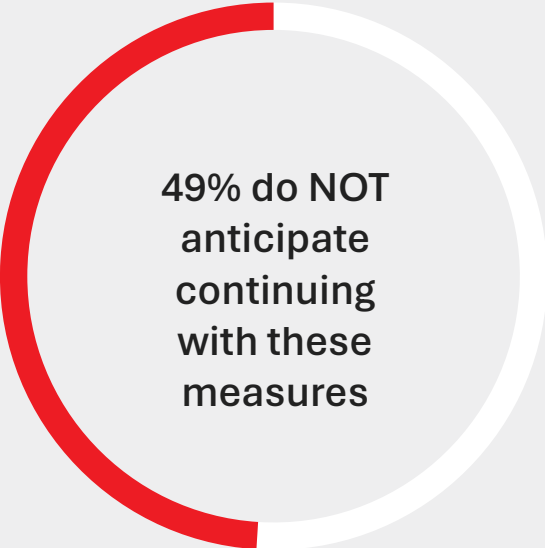
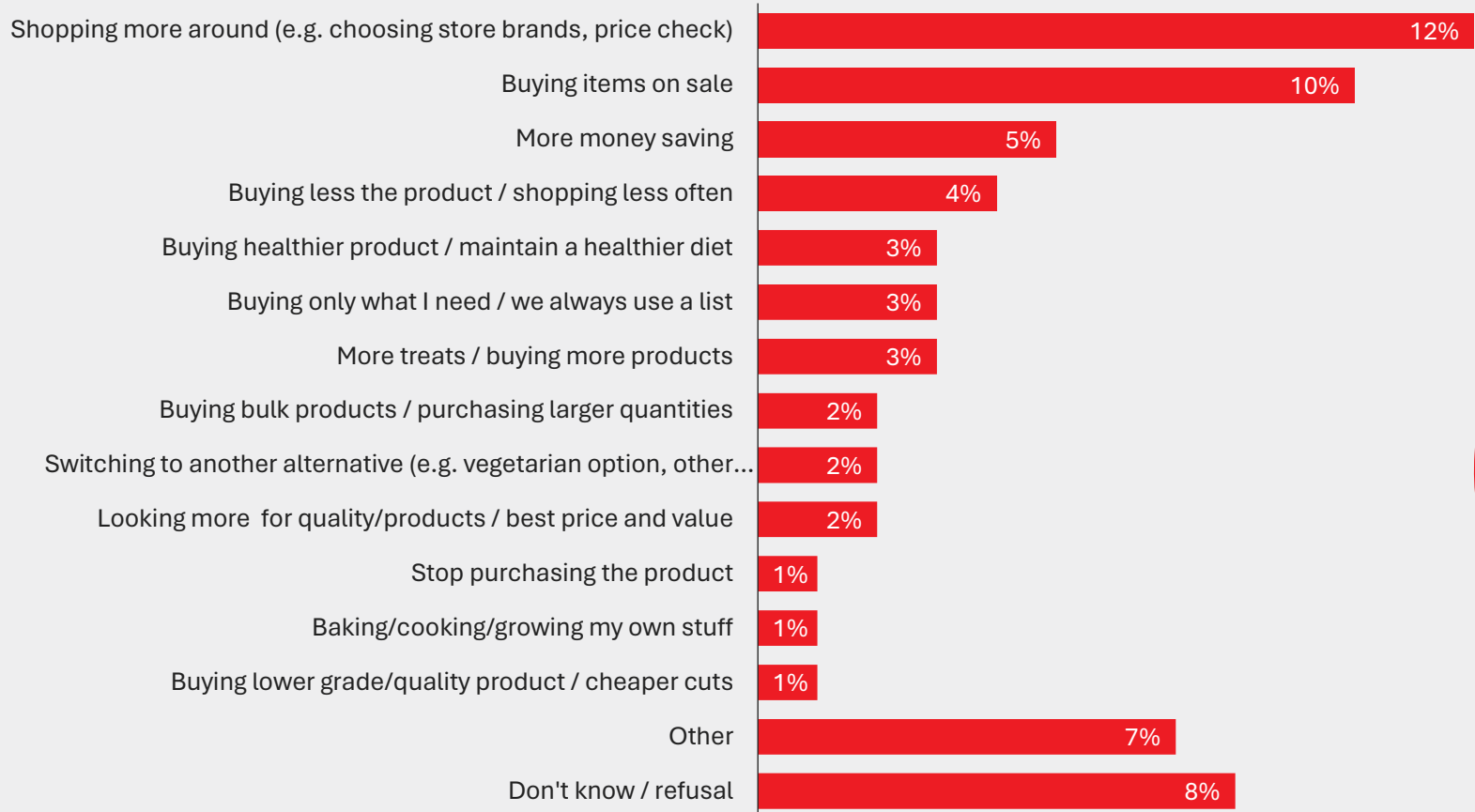
Q. Which of the following have you personally done in the last 6 months in order to keep your grocery bills more manageable?



Shopping behaviours

The future...

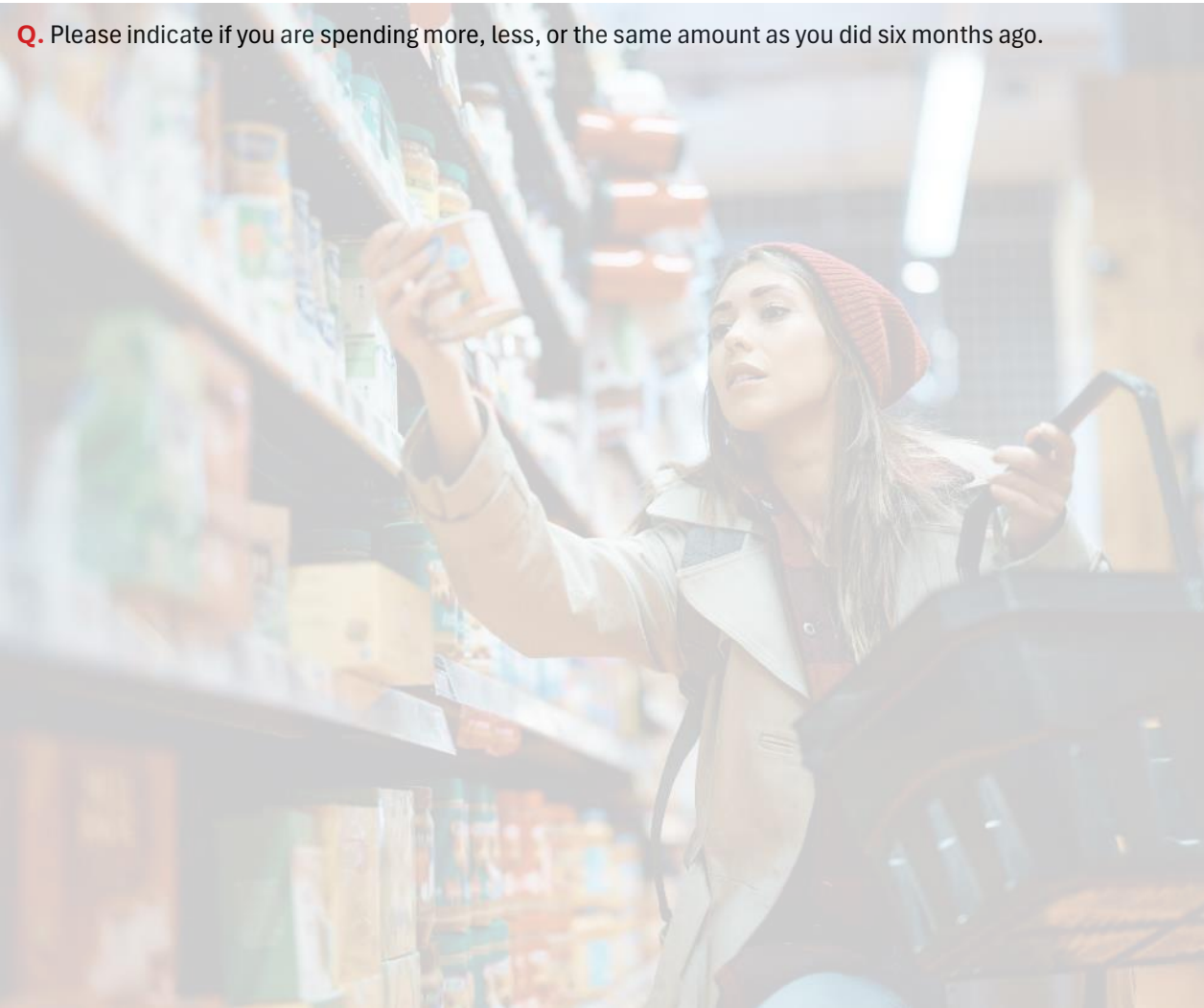
Q. Do you anticipate maintaining any of the changes in your grocery shopping habits even if prices stabilize or decrease?



Source: Leger OMNI May 2024

Category changes

Changing habits

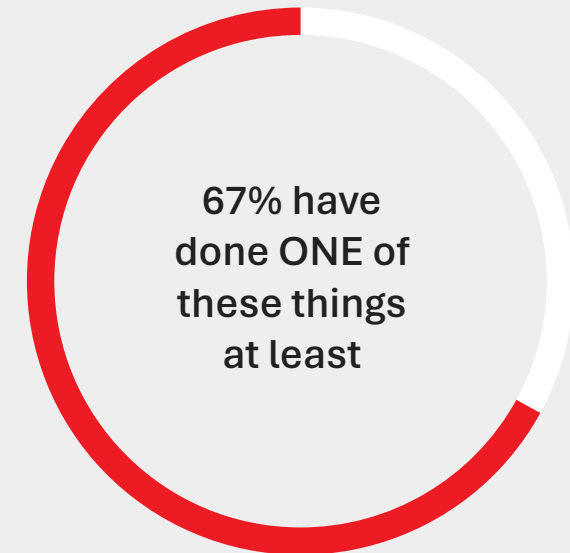
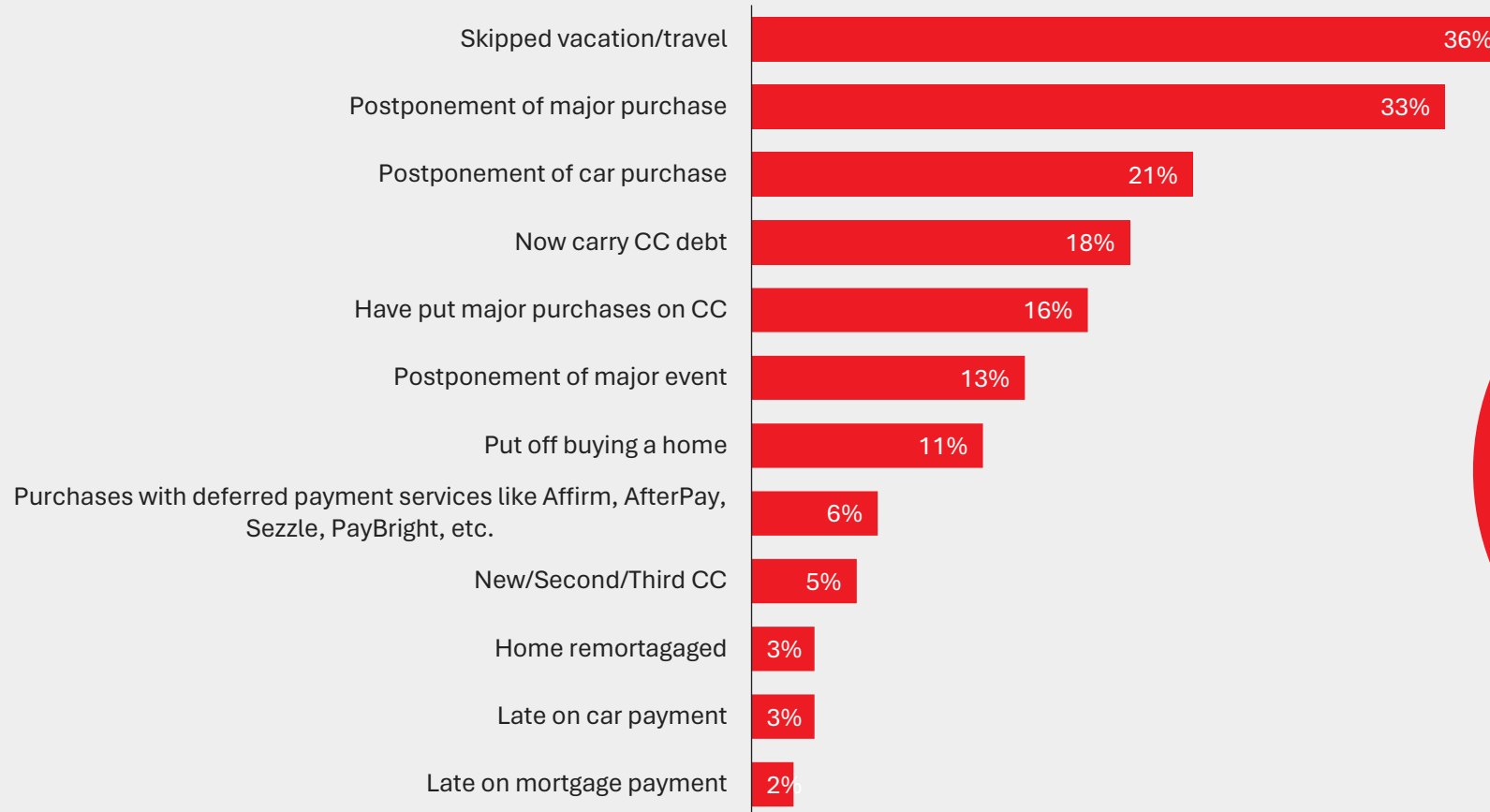


Q. Please indicate if you are spending more, less, or the same amount as you did six months ago.

	MORE	SAME	LESS	NET MOMENTUM (% MORE - % LESS)
Natural organic products	25%	24%	14%	11
Fresh ready-to-eat meals	32%	26%	17%	15
International products	30%	32%	15%	15
Non-alcoholic beverages	28%	35%	12%	16
Vegetarian or vegan products	26%	23%	9%	17
Pet products	26%	25%	7%	19
Fish & seafood	37%	30%	16%	21
Household cleaning products	32%	49%	11%	21
Deli meats & fine cheeses	39%	30%	17%	22
Personal care / beauty	37%	42%	15%	22
Canned goods	37%	43%	13%	24
Frozen food & meals	39%	34%	14%	25
Snacks	44%	33%	16%	28
Local products	40%	39%	11%	29
Bread, pastries, bakery	45%	39%	12%	33
Meat	51%	28%	16%	35
Pantry staples	44%	43%	9%	35
Poultry	48%	35%	10%	38
Dairy products	49%	38%	9%	40
Fruits	57%	31%	9%	48
Vegetables	56%	34%	8%	48

Measures taken

Q. Have you done any of the following to help deal with the current economic situation?



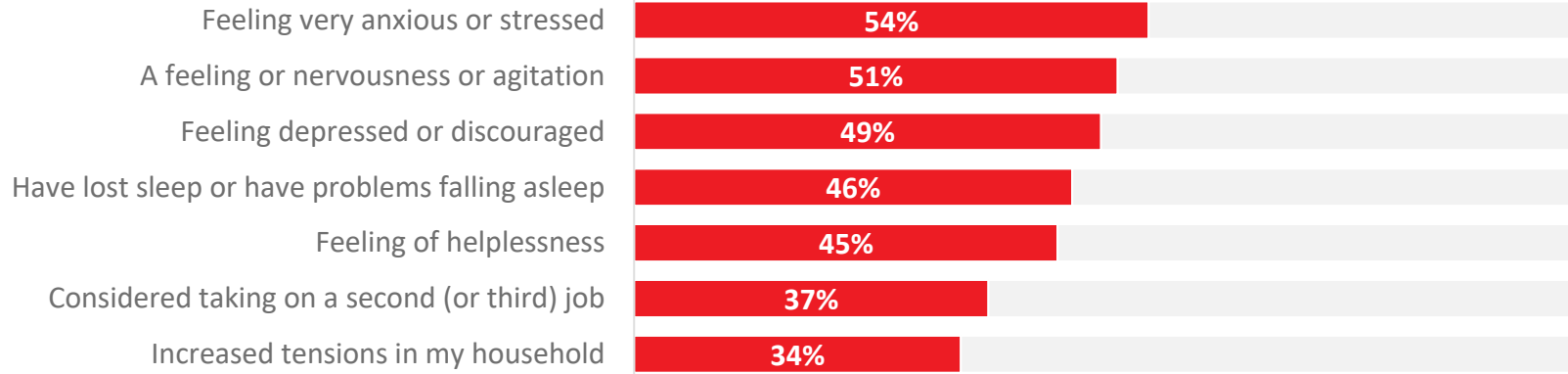
Impact of inflation on mental health

The financial pressures brought on by rising inflation and the cost of living have significantly impacted Canadians' mental health. Recent data reveals that many are experiencing heightened anxiety



Effects on mental health

Anxiety index



High anxiety
39%



Those exhibiting 5, 6, or 7

Moderate / low anxiety
22%



Those exhibiting 2, 3, or 4

Low/no anxiety
39%



Those exhibiting 1 or none

Effects on mental health

Generational differences

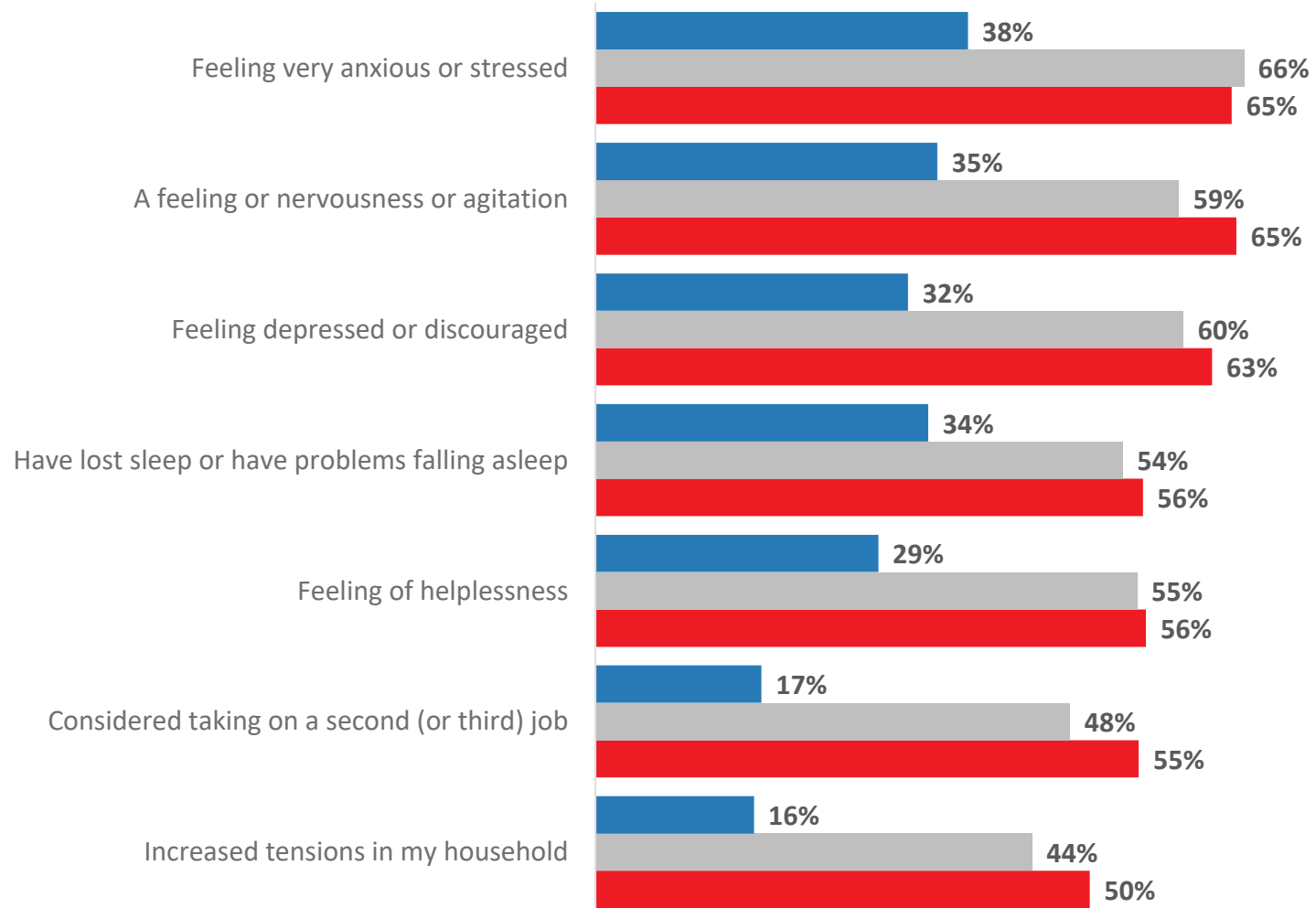
Boomers
22%



GenX
49%

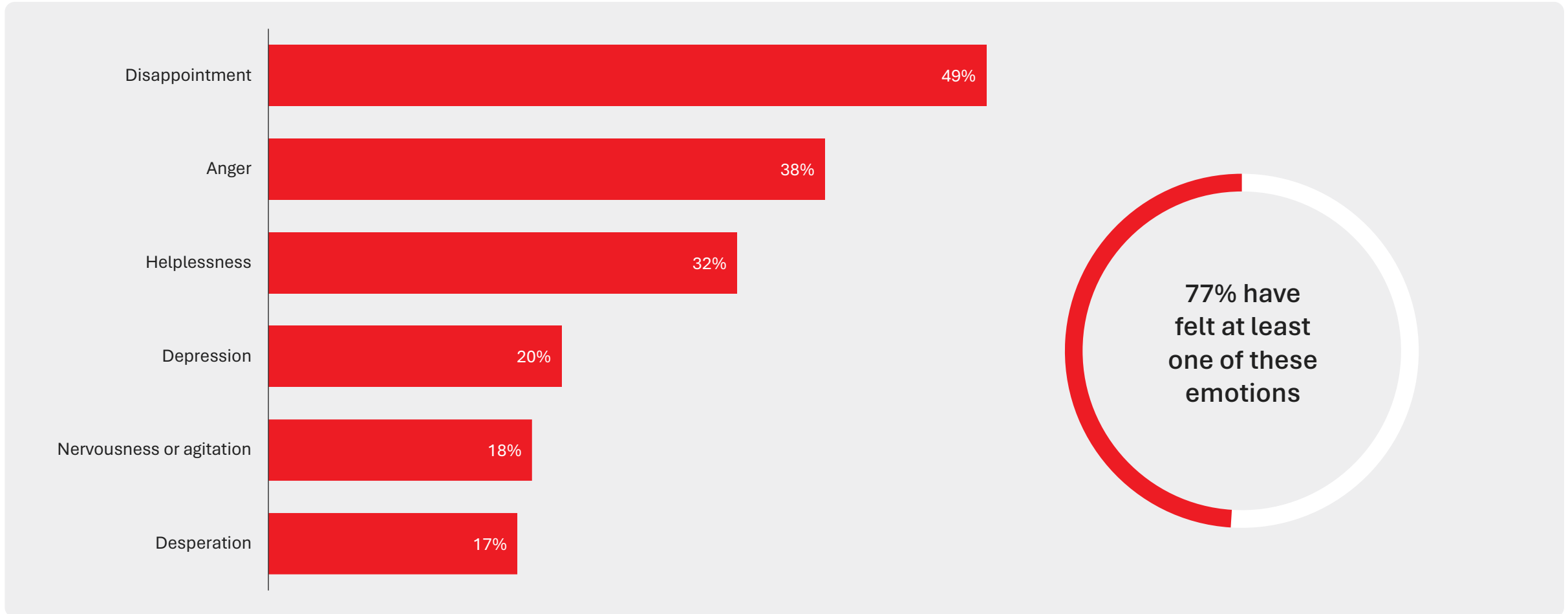


Millennials
53%



Effects on mental health

Q. Have you personally felt any of the following when thinking about grocery shopping in general?



Conclusion

As we navigate these challenging times, the importance of **genuine, consumer-focused engagement** cannot be overstated.

By understanding and addressing the **financial and emotional impacts on consumers**, retailers can build stronger, trust-based relationships.

This approach will not only help businesses thrive but also support consumers in finding stability and optimism in **the new normal**.

Our services

Leger

Marketing research and polling

Customer Experience (CX)

Strategic and operational customer experience consulting services

Leger Analytics (LEA)

Data modelling and analysis

Leger Opinion (LEO)

Panel management

Leger Communities

Online community management

Leger Digital

Digital strategy and user experience

International Research

Worldwide Independent Network (WIN)

600
employees

185
consultants

8
offices

MONTRÉAL | QUÉBEC |
TORONTO | WINNIPEG
EDMONTON | CALGARY |
VANCOUVER | NEW YORK

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