



The Power of Ratings & Reviews in the Modern Shopper Journey

What is Caddle?

We connect Brands & Retailers with an active panel of Daily Shoppers.

We incentivize our members with cash back for completing actions and sharing their data.

We are trusted by major brands, retailers, data/insight partners across Canada.

Our Clients



Scale

- 15,000+ daily active users
- 10,000+ receipts uploaded daily
- 50,000+ questions answered daily
- Canadian representative samples with every type of shopper

Diversity

All Canadians, verified by:



We are the Voice of the Consumer

About this Research

- **Conducted by Caddle | Spring 2026**
- ~2,000 respondents
- Representative of Canadian shoppers across generations, demographics, and regions
- 100% Canadian shopper insights

Generations



Gen Z
(1997-2005)

5%



Millennials
(1981-1996)

41%



Gen X
(1965-1980)

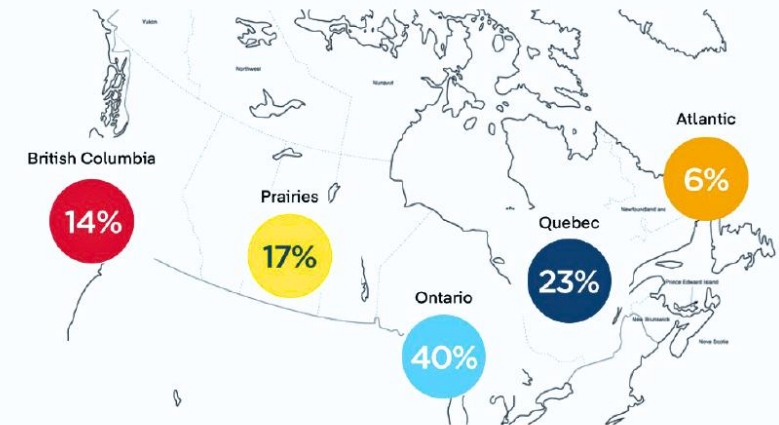
35%



Baby Boomers
(1946-1964)

18%

By Region



Who Reads Reviews Before Purchasing a Product?

85%

of Shoppers Read Reviews
(+5% vs. 2025 and climbing)

N = 2,026

How Important are Reviews?

91%

More likely to buy
when reviews are
present

N = 1940

2nd

Purchasing
factor only to
price

N = 1940

72%

Shoppers check
reviews in-store, not
just at home

N = 1940

**Reviews Aren't a Feature,
They Are Foundational**

7 Steps

To Win at Ratings & Reviews
and get your product found in today's discovery

Step
1

Make Ratings & Reviews Unavoidable Across Every Touchpoint

86%

Actively seek out sites featuring reviews before buying

Shoppers seek out reviews before buying. 72% check them mid-aisle on their phones.

Reviews belong everywhere your shopper is; online, mobile, and in-store.

Meet shoppers in the moment, not after it

N = 1940



Consider adding Star Ratings to your digital flyer and in-store digital signage.

Step 2

Prioritize Quality and Verified Purchase Reviews

64%

Say human reviews
matter more in the age
of AI

75% of shoppers trust ratings more when backed by written reviews. 50% say depth and detail shape their decision.

A few detailed, verified reviews outperform dozens of thin ones. In the age of AI-generated content, the authentic human voice has never mattered more.

Quality converts. Quantity alone doesn't.

N = 1940



Build smart prompts into your review collection form that vary by product type

3

Signals shoppers check:

- (1) Rating
- (2) Volume
- (3) Freshness

Shoppers scan for three things: star rating (61%), number of reviews (58%), and recency (55%).

A perfect rating with dated reviews won't convert. All three signals need to be strong, all the time.

Reviews are not a one-time effort, they are an ongoing strategy.

Don't set it and forget it.

N = 1940



Step
4

Do Not Suppress Negative Reviews

96%

Actively seek out
negative reviews before
buying

96% of shoppers actively look for critical feedback before buying. 60% are suspicious of a perfect 5-star rating.

A flawless review profile doesn't build trust; it breaks it. Negative reviews signal authenticity. Suppressing them doesn't protect your brand; it undermines it.

Perfection is suspicious. Honesty converts.

N = 1940



Reviews are not ad copy, they are human sentiment. Typos and all.

Step
5

Use AI Summaries as an Entry Point, Not a Substitute

5%

Trust an AI-generated
summary alone

64% of Canadians say real reviews matter more now that AI is widely used.

AI summaries drive shoppers toward individual reviews, not away from them. The authentic human voice is what closes the sale.

AI starts the conversation. Real reviews finish it.

N = 1940



Surface AI summaries as a gateway to your verified reviews, not a replacement for them.

Step 6

Optimize for Mobile and Search

92%

more likely to buy on mobile when R&R are present and easy to find

92% of shoppers are more likely to purchase on mobile when reviews are present and easy to find. 55% use review search and filter tools, and 80% find them helpful.

Most know mobile matters. Few have truly nailed it. Clunky review display and missing filters are silent conversion killers.

The devil is in the details and shoppers notice.

N = 1940



Audit your mobile review experience. If it takes more than two taps to find a review, you're losing the sale

Step
7

Syndicate Reviews Across Channels

45%

Find reviews through search engines before they find you.

50% of shoppers find reviews on retailer websites. Search engines follow at 45%. Shoppers are not consolidating around a single platform, they never were.

Reviews that only live on your product page are invisible everywhere else. In the age of AI shopping, that's a problem you can't afford.

Your website is one stop. Shoppers make five.

N = 1940



Search engines, retailer sites, and AI shopping tools can only surface what they can find.

91%

of shoppers call reviews essential. Not helpful. Essential.

The purchase decision no longer happens on your product page. It happens in a search result, an AI recommendation, and a mid-aisle phone check.

When your reviews are fresh, verified, and visible everywhere, search engines index them, AI tools surface them, and shoppers find you the moment they are ready to buy.

Don't get lost. Be found.

N = 1940



In the age of AI shopping, reviews aren't just social proof. They are how shoppers find you.

The Bottom Line

One goal: giving Canadian shoppers the confidence they need to discover and choose your product.

1

Make Ratings & Reviews Unavoidable Across Every Touchpoint

2

Prioritize Quality and Verified Purchase Reviews

3

Balance Rating, Volume, and Freshness

4

Do Not Suppress Negative Reviews

5

Use AI Summaries as an Entry Point, Not a Substitute

6

Optimize for Mobile and Search

7

Syndicate Reviews Across Channels

Reviews are not the feature, they are the foundation.

Thank You



CADDLE
Voice of the Consumer™

Get in Touch

Email us: reviews@caddle.ca