

## **Consumer Lifestyles in Canada**

Market Direction | 2022-07-28 | 79 pages | Euromonitor

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### **Report description:**

Consumer Lifestyles offers valuable insights into key consumer attitudes and current thinking, and their impact on purchasing and consumption habits; quantifying behaviours, preferences and motivations and aligning them with broader trends in Canada.

Euromonitor's Consumer Lifestyles in Canada report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Consumer Overview market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### **Table of Contents:**

Scope

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## Consumer landscape in Canada 2022

### Life priorities

Canadians prioritise time for themselves more than their global counterparts

Gen Z is devoting time to their own activities and friends more than other generations

Canadians want to be distinct and want personally tailored products

Social perception of image plays a very important role among younger generations

While engagement with brands is moderate, consumers still like to try new brands

Millennials extensively research purchases and prefer branded goods

### Home life

Working from home is relatively low compared to global average

Baby Boomers are less engaged in home-based activities more than other generations

Energy efficiency and outside space are prime concerns for Canadians

### Eating habits

Home-cooked food is preferred to other food options by all generations

Canadians look at the price first when choosing their food products

Gen X the most affected by changing eating preferences

Dinner trumps other meals in Canada

Gen Z enjoy snacking in between meals and are least likely to eat at regular times

### Working life

High salaries and job security are more important than working from home

Flexibility at work mostly centred on work-life balance

High salary remains the most important, but job security concerns are clear

Starting own company is less appealing for Canadians than the global average

Ability to work from home anticipated most by Millennials

### Leisure habits

All generations are less engaged in online activities compared to global, except Gen Z

Canadians often choose shopping or a day trip for leisure

Shopping is the most popular leisure activity among all generations

Respondents who took international trips dropped the most among older generations

Canadians want a holiday close to home more than their global counterparts

Most of the generations favour relaxation as a key travel feature

### Health and wellness

More than half of women take vitamins/supplements almost every day

Walking/hiking remains the most popular form of exercise

Team sports declined due to COVID-19; more Millennials now opt for yoga than team sports

Canadian consumers far less likely to visit a spa than global counterparts

Almost all generations prefer meditation to relieve stress

### Sustainable living

60% of Canadian consumers are worried about climate change

Baby Boomers the most worried about climate change

Baby Boomers embrace sustainability more than younger cohorts

Repairing items and saving energy are key green activities among Canadians

Canadians share opinions on social/political issues on media more than in previous year

Gen X are most active in voicing their social and political opinions

### Shopping habits

Consumers are buying less but of higher quality, often from local suppliers

Baby Boomers value locally-sourced products more than other generations

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Independent reviews do not hold as much influence as friends and family  
Labelling is highly influential for Baby Boomers, driven by health and sustainability concerns  
Convenience of subscriptions appeals most to Canadian consumers  
Millennials want to be able to try a variety of products  
Ability to see/try and purchase immediately biggest in-store shopping motivation  
Avoiding shipping costs most motivational for older generations  
Online shoppers motivated by free convenience and good prices  
Good price is the most important for Baby Boomers  
Spending habits  
Gen Z is leading in spending intentions, including experiences, technology and education  
Most consumers expect their spending to stay the same, yet saving concerns are visible  
Technology  
Canadians are less likely to share data to receive personalised offers  
Consumers from all cohorts are actively managing their online privacy  
Gen Z consumers are the most likely to embrace smart appliances  
Wearable tech ownership is not as high as the global average  
Canadians are less engaged in weekly online activities compared to global counterparts  
Almost half of Gen Z take part in online video gaming every week

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