

Canada: Consumer Profile

Market Direction | 2024-10-15 | 45 pages | Euromonitor

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Report description:

Canada has an ageing population and a modest birth rate. Its population in 2023 continued to be mainly city-based, and bolstered by immigration, adding to increasing racial-ethnic diversity. Canada's homes have excellent broadband access and there has been widespread adoption of digital technologies. Due to rising living costs, many Canadians are trying to curb their spending and are focusing on low-cost goods and services. Health and sustainability continue to be areas of concern.

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Euromonitor's Canada: Consumer Profile 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 Economy 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.

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Scope

Key findings

Key drivers affecting consumers in Canada in 2023

How developments today shape the consumers of tomorrow

Physical exercise is the most popular activity to combat obesity, a rising health risk factor

Workforce and city populations set to expand as urbanisation and migration continue

Opportunities for growth

A detached, energy-efficient home in a safe location is the Canadian ideal

Widespread adoption of digital technologies opens doors for smart tech businesses

Gen X most concerned about finances, while Gen Z plans to increase spending in all areas

Consumer spending to rise slowly, with housing and transport remaining the top expenses

Clash of values, with younger generations less keen to pay more for local produce

Canadians' appetite for bargains and second-hand items outstrips global average

Environmental consciousness on the rise, with eco-conscious Baby Boomers most active

Canadians are pessimistic about their finances, but Gen Z are saving for their future

As unemployment rises, Gen Z wants a high salary, while Gen X prioritises work-life balance

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