

DOSSIER

Food shopping behavior in Canada

Food shopping behavior in Canada

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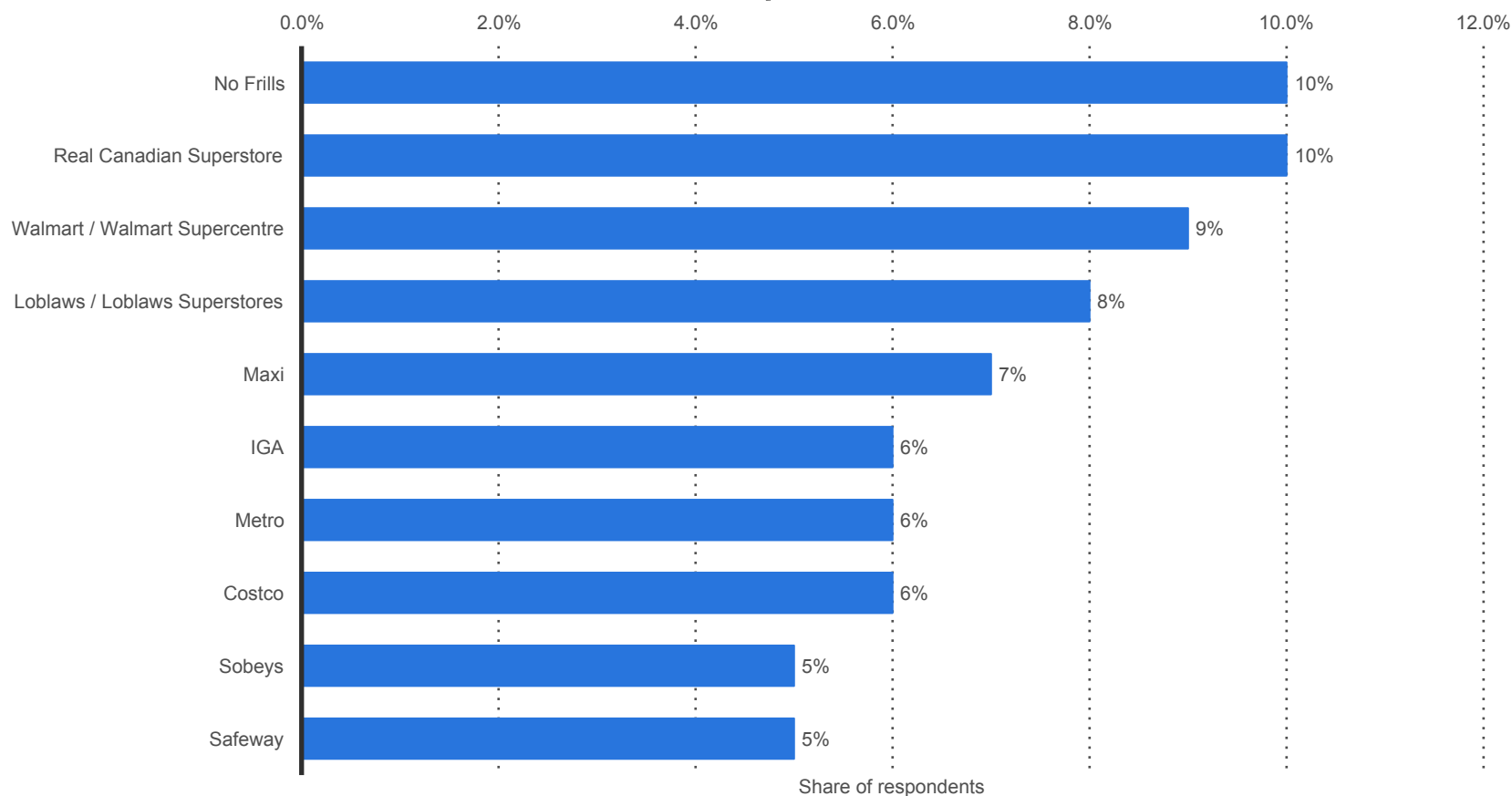
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Food shopping behavior in Canada

◆ **Store selection**

Most popular food and beverage stores among consumers in Canada 2015

Most popular stores for food and beverage products among consumers in Canada as of December 2015



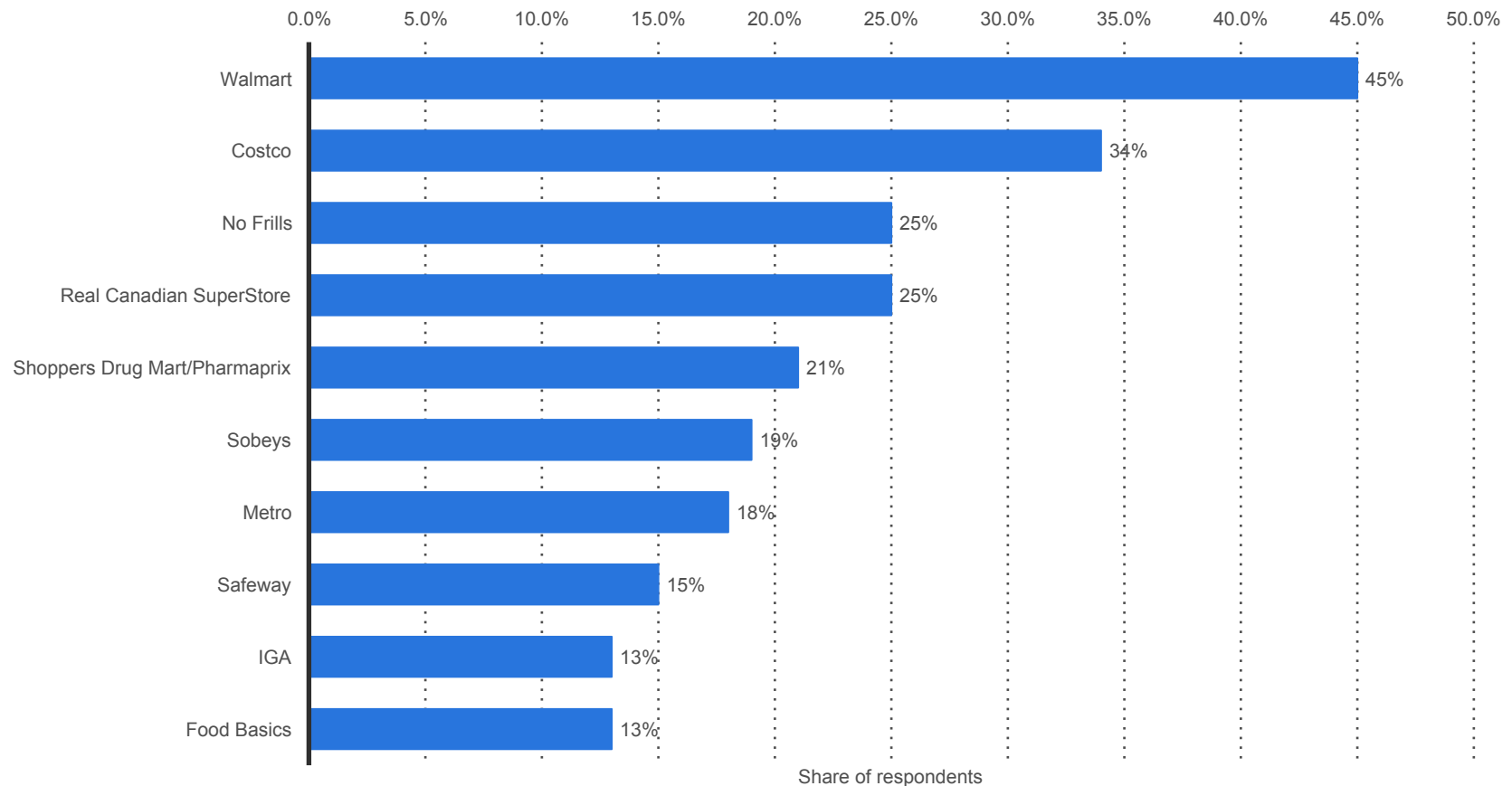
Note: Canada; November 11 to December 18, 2014; 18 years and older; 7,931; Consumers involved with household shopping

Further information regarding this statistic can be found on [page 47](#).

Source: BrandSpark [ID 436074](#)

Top grocery stores at which consumers regularly shop in Canada 2017

Most popular stores consumers use regularly for food and beverage shopping in Canada as of March 2017



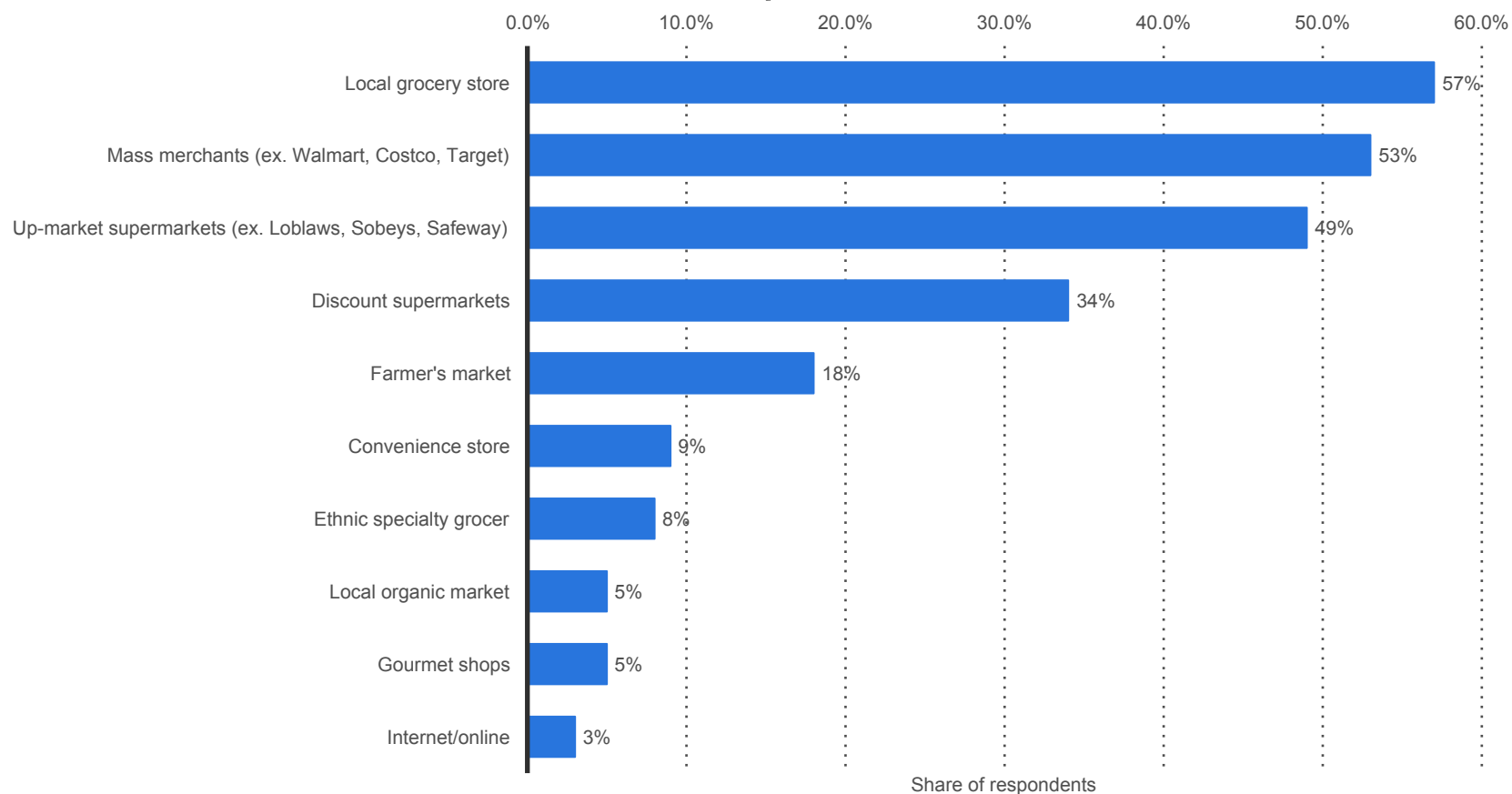
Note: Canada; January to March 2017; 18 years and older; 1,469; Consumers involved in household shopping

Further information regarding this statistic can be found on [page 48](#).

Source: BrandSpark [ID 495712](#)

Store types consumers shop at for food and beverage products in Canada 2014

Type of stores consumers shop at regularly for food and beverage products in Canada as of November 2014



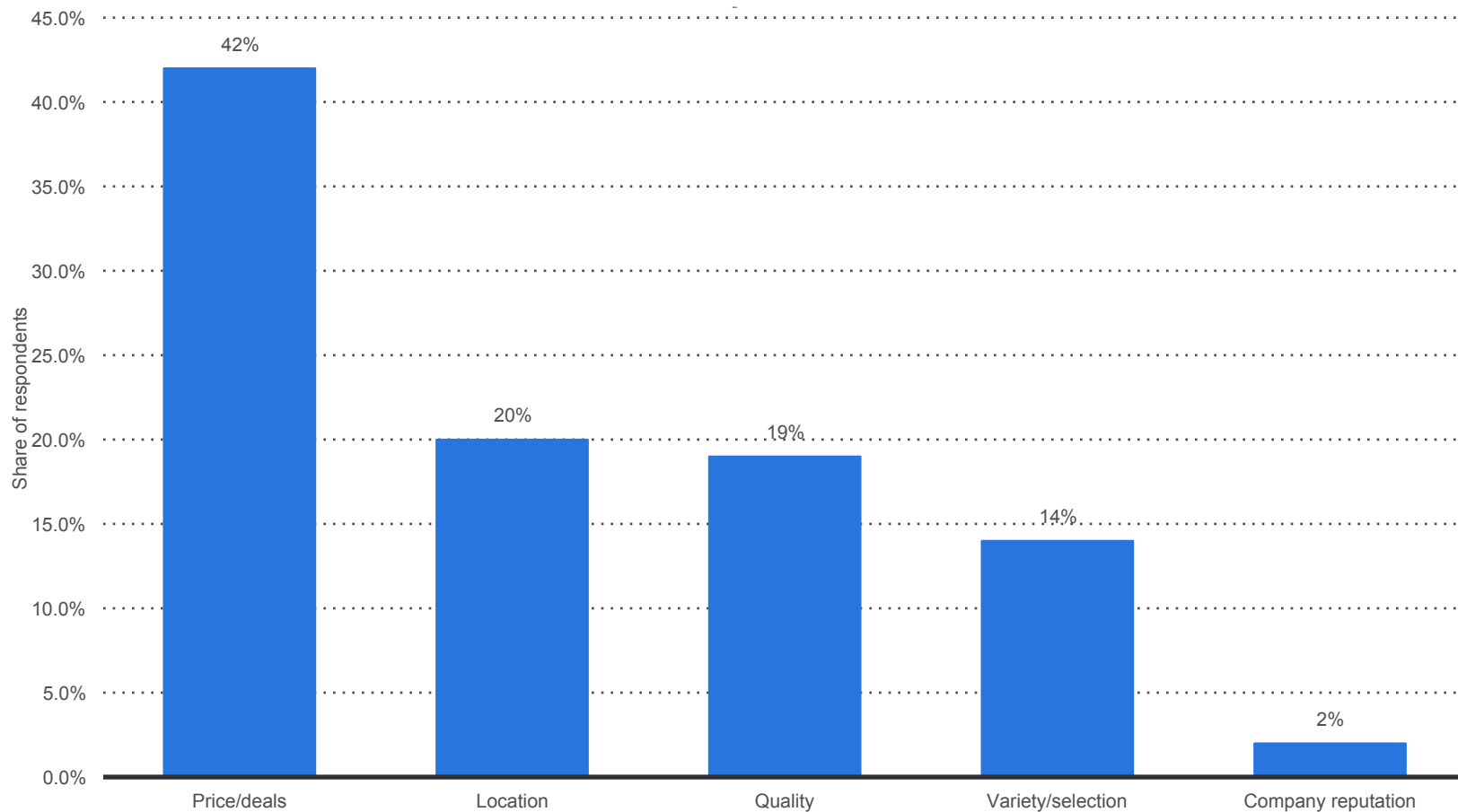
Note: Canada; November 11 to December 18, 2014; 18 years and older; 7,938; Consumers involved in household shopping

Further information regarding this statistic can be found on [page 49](#).

Source: BrandSpark [ID 495874](#)

Reasons for choosing a grocery store to shop at in Canada 2014

Reasons for choosing a grocery store to shop at among consumers in Canada as of September 2014



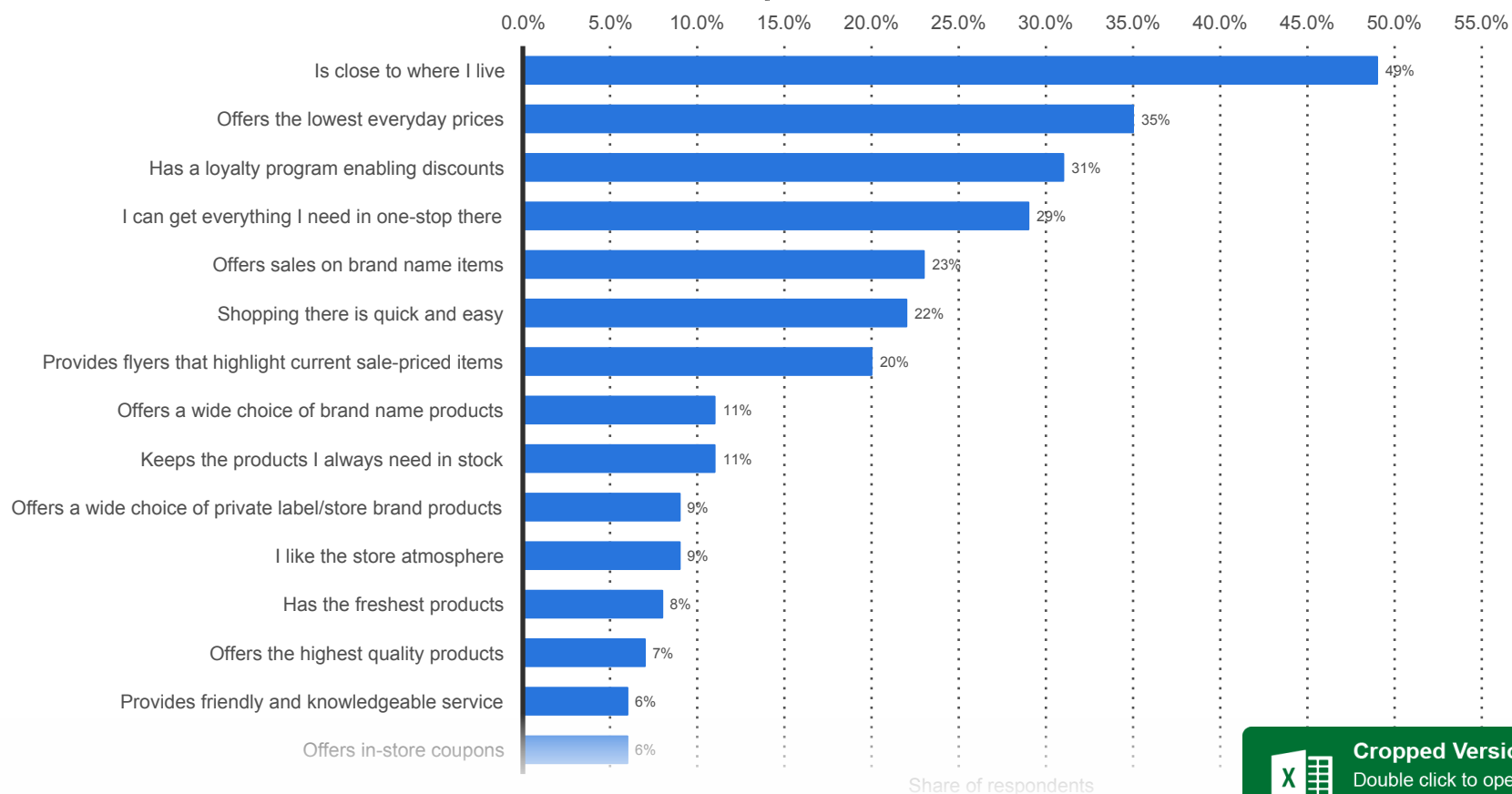
Note: Canada; September 2014; 4,827

Further information regarding this statistic can be found on [page 50](#).

Source: Canadian Grocer [ID 482532](#)

Reasons for choosing a specific store for grocery shopping in Canada 2017

Reasons for choosing a specific store for grocery shopping in Canada as of March 2017



Cropped Version

Double click to open excel file with complete data

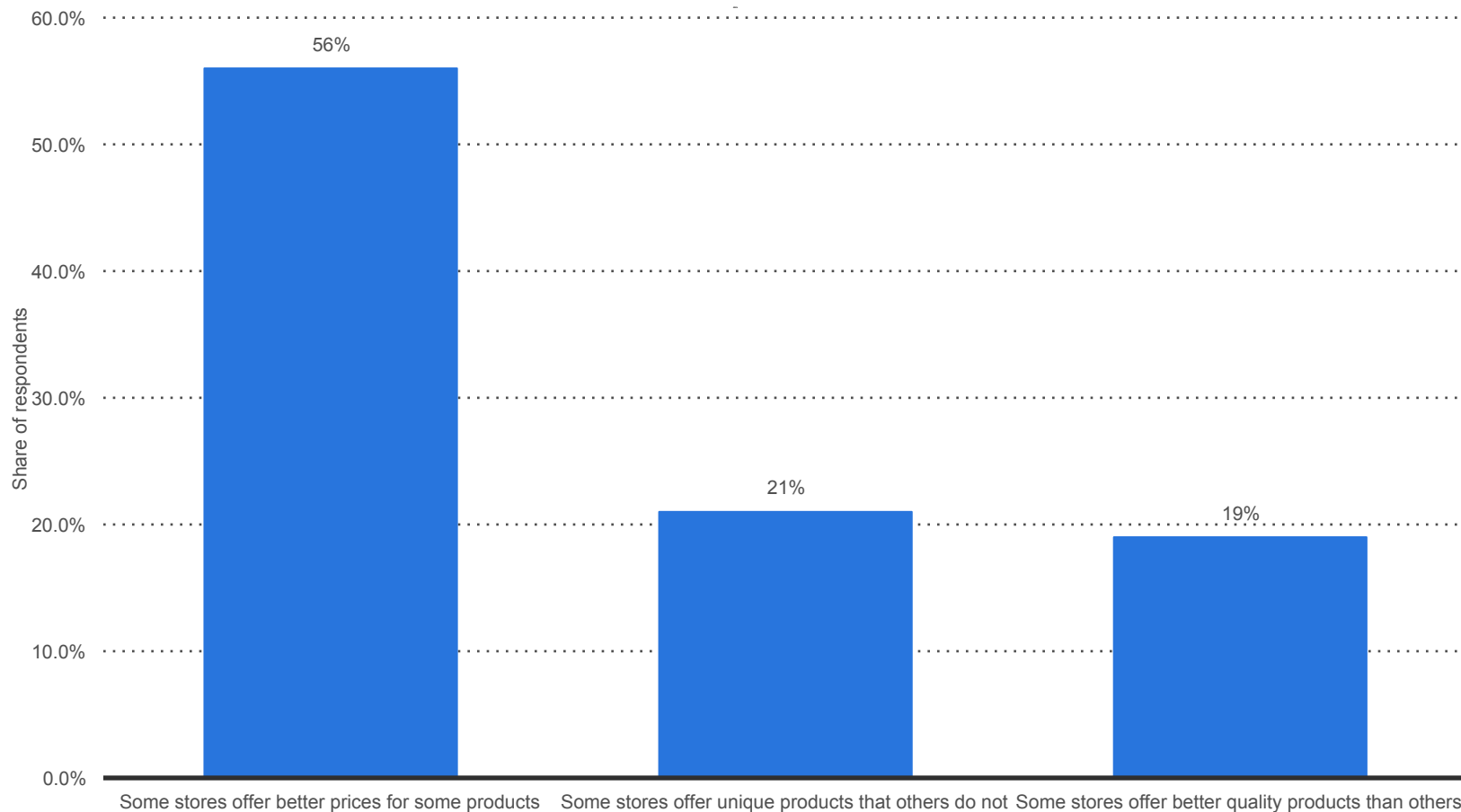
Note: Canada; January to March 2017; 18 years and older; 1,459; Consumers involved in household shopping

Further information regarding this statistic can be found on [page 51](#).

Source: BrandSpark [ID 495727](#)

Reasons for grocery shopping at multiple stores in Canada 2014

Reasons for grocery shopping at multiple stores among consumers in Canada as of September 2014



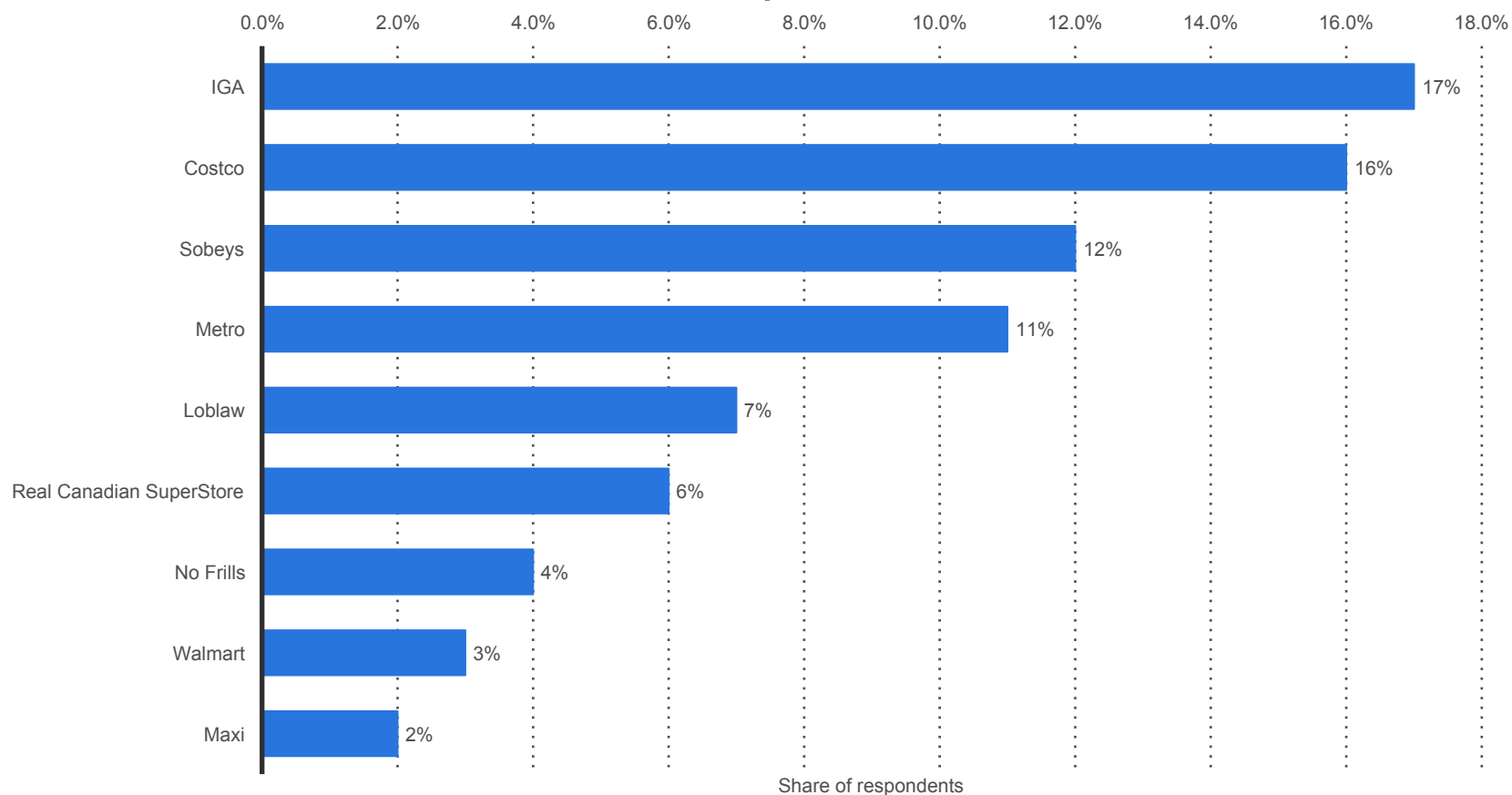
Note: Canada; September 2014; 2,835

Further information regarding this statistic can be found on [page 52](#).

Source: Canadian Grocer [ID 483867](#)

Grocery retailers with the freshest products according to consumers in Canada 2014

Grocery retailers with the freshest products according to consumers in Canada as of November 2014



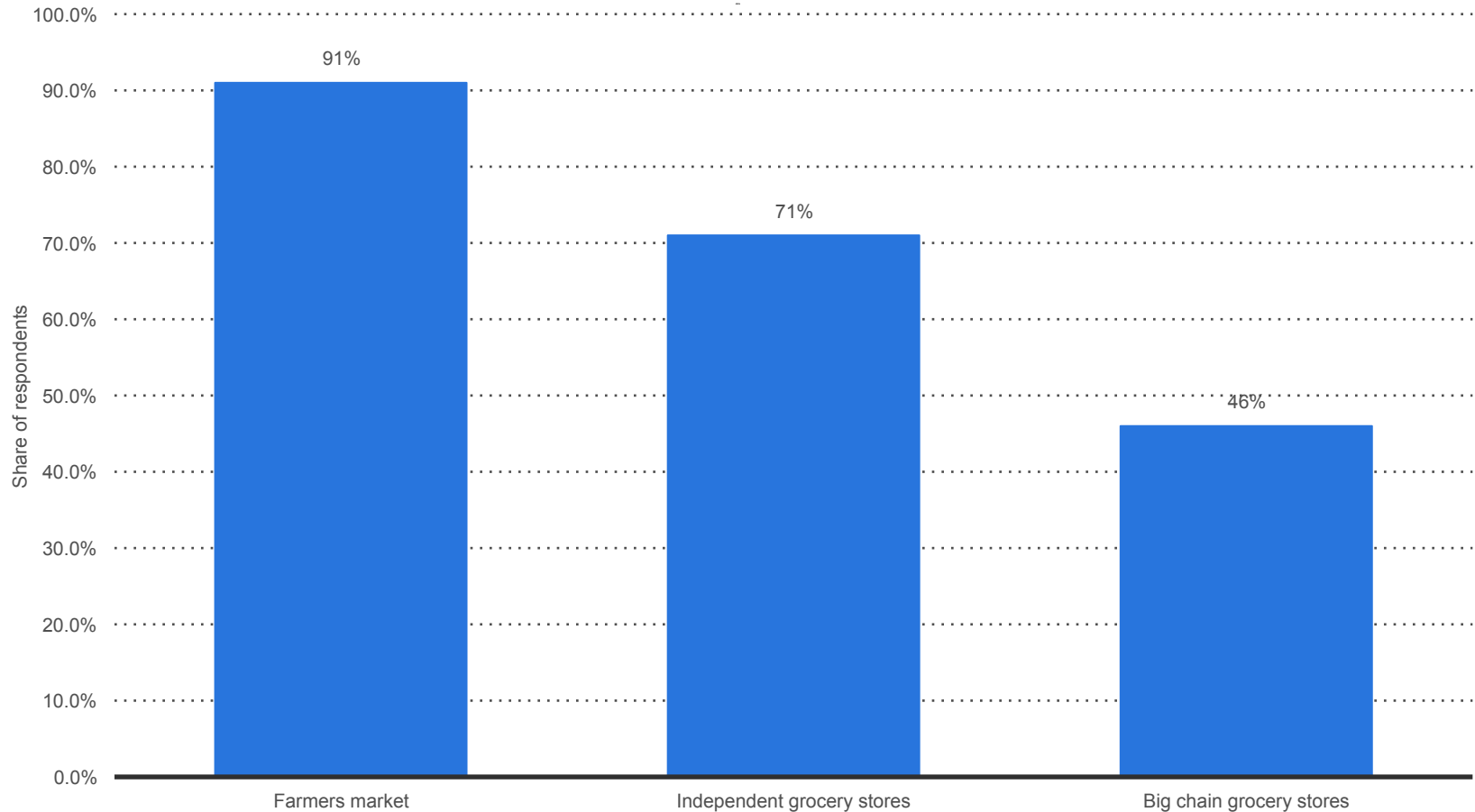
Note: Canada; November to December 2014; 18 years and older; 60,000; Household shoppers in Canada

Further information regarding this statistic can be found on [page 53](#).

Source: BrandSpark; Grocery Business [ID 452881](#)

Best places for buying local food products in Canada 2015

Best places to buy local food products according to consumers in Canada as of May 2015



Note: Canada; May 2015; 18 years and older; 1,646; Consumers with a primary or shared responsibility for the grocery shopping in their household

Further information regarding this statistic can be found on [page 54](#).

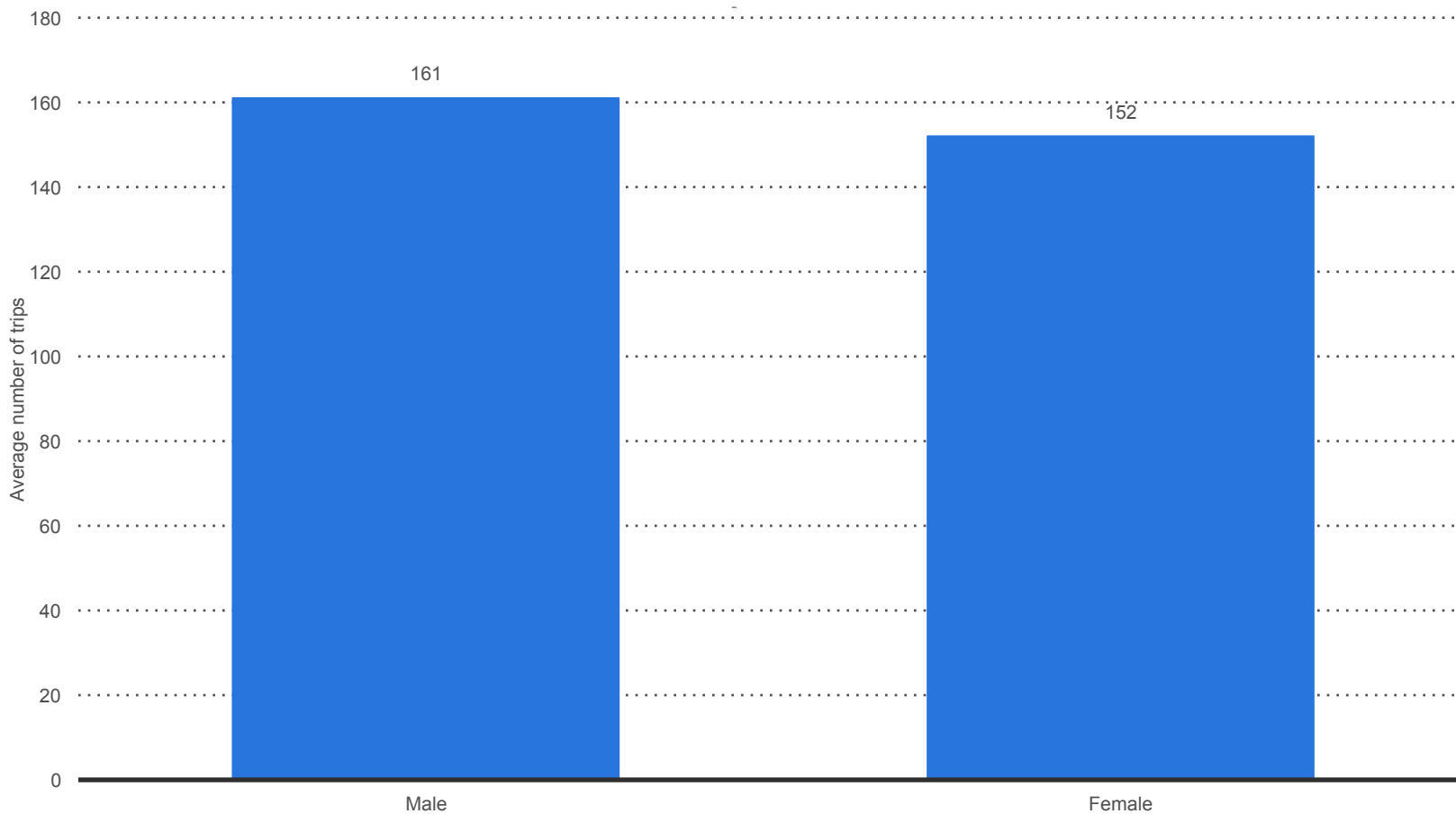
Source: LoyaltyOne [ID 436169](#)

Food shopping behavior in Canada

◆ Shopping trips

Average number of grocery shopping trips per year in Canada 2014, by gender

Average number of grocery shopping trips per year in Canada in 2014, by gender



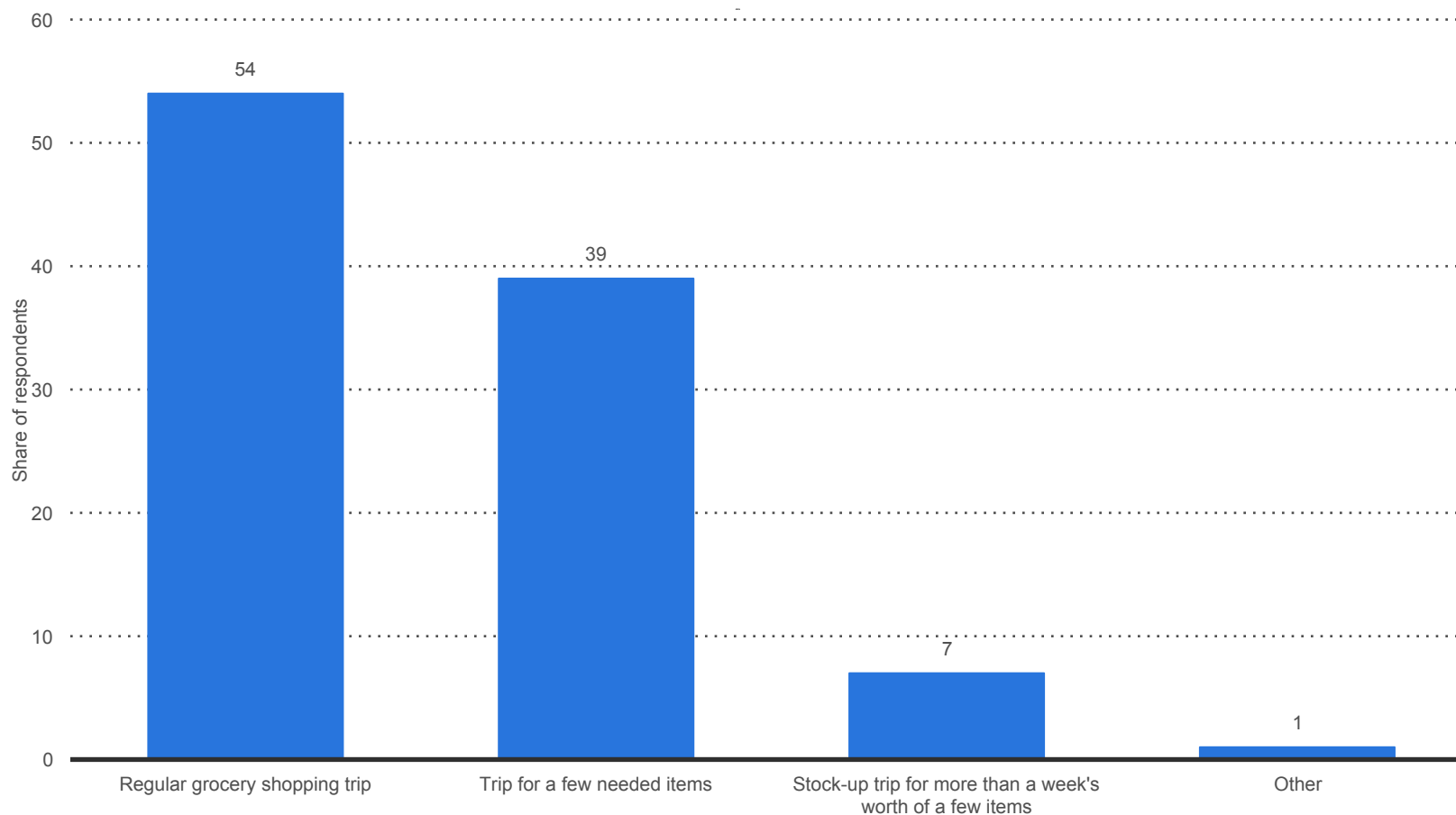
Note: Canada; 52 weeks ending July 26, 2014

Further information regarding this statistic can be found on [page 55](#).

Source: Nielsen [ID 457211](#)

Type of grocery shopping trip made most recently among consumers in Canada 2016

Type of grocery shopping trip made most recently among consumers in Canada as of January 2016



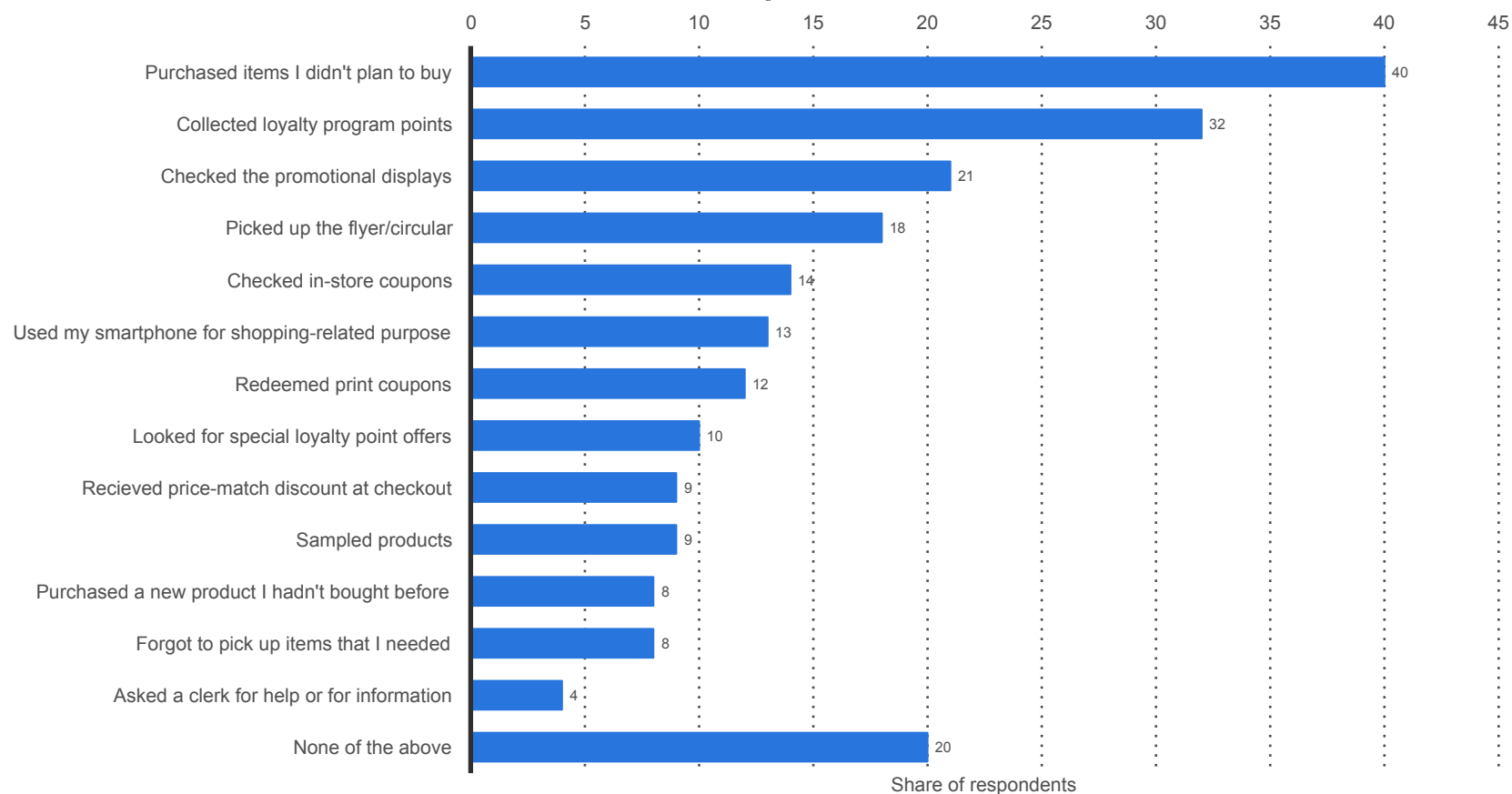
Note: Canada; November 2015 to January 2016; 18 years and older; 3,657; Food and beverage shoppers

Further information regarding this statistic can be found on [page 56](#).

Source: BrandSpark; Grocery Business [ID 452914](#)

Activities during most recent grocery shopping trip in Canada 2017

Activities carried out during most recent grocery shopping trip among consumers in Canada as of March 2017



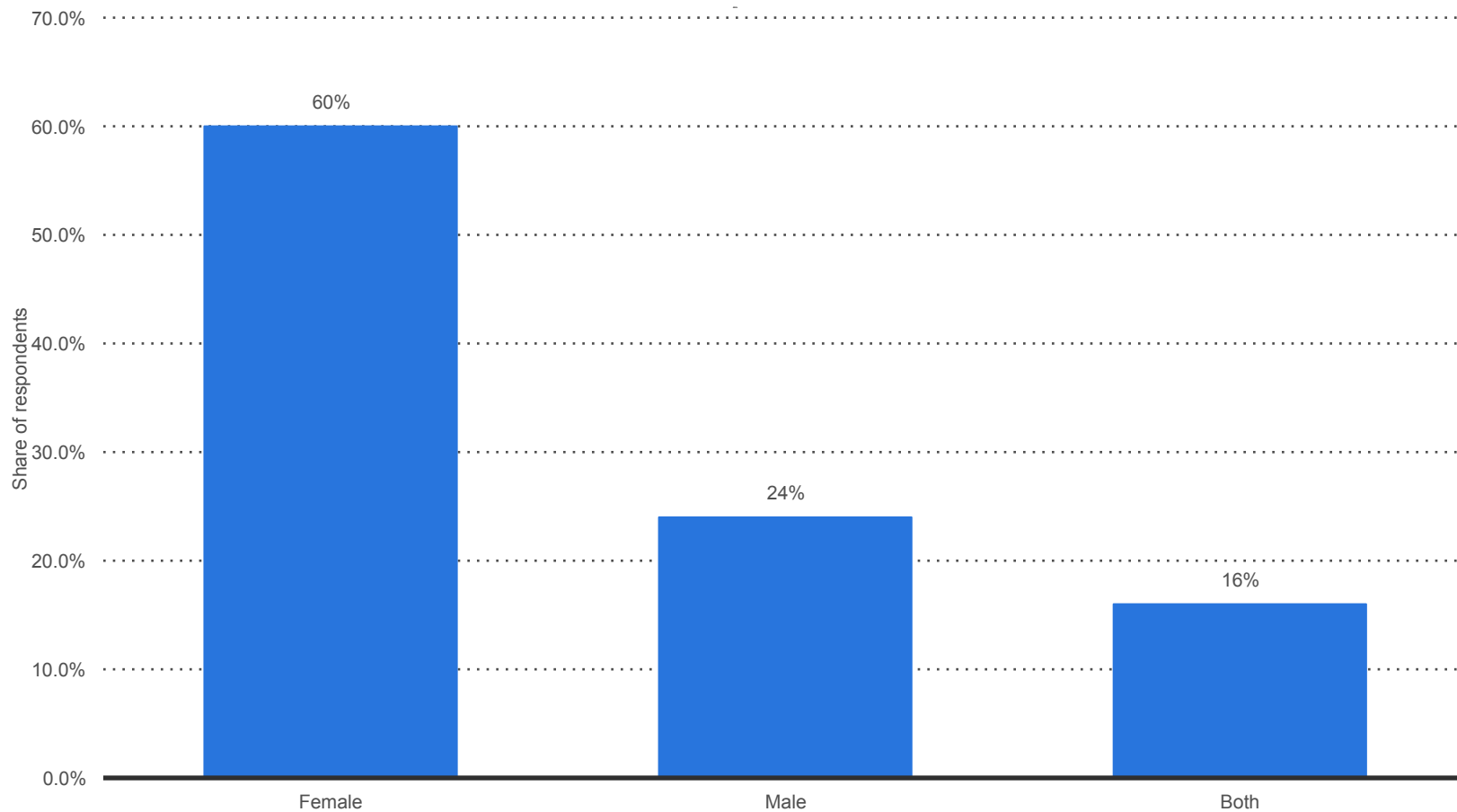
Note: Canada; January to March 2017; 18 years and older; 6,152; Household shoppers

Further information regarding this statistic can be found on [page 57](#).

Source: BrandSpark [ID 452921](#)

Distribution of primary household shoppers in Canada 2014, by gender

Distribution of primary household shoppers in Canada as of June 2014, by gender



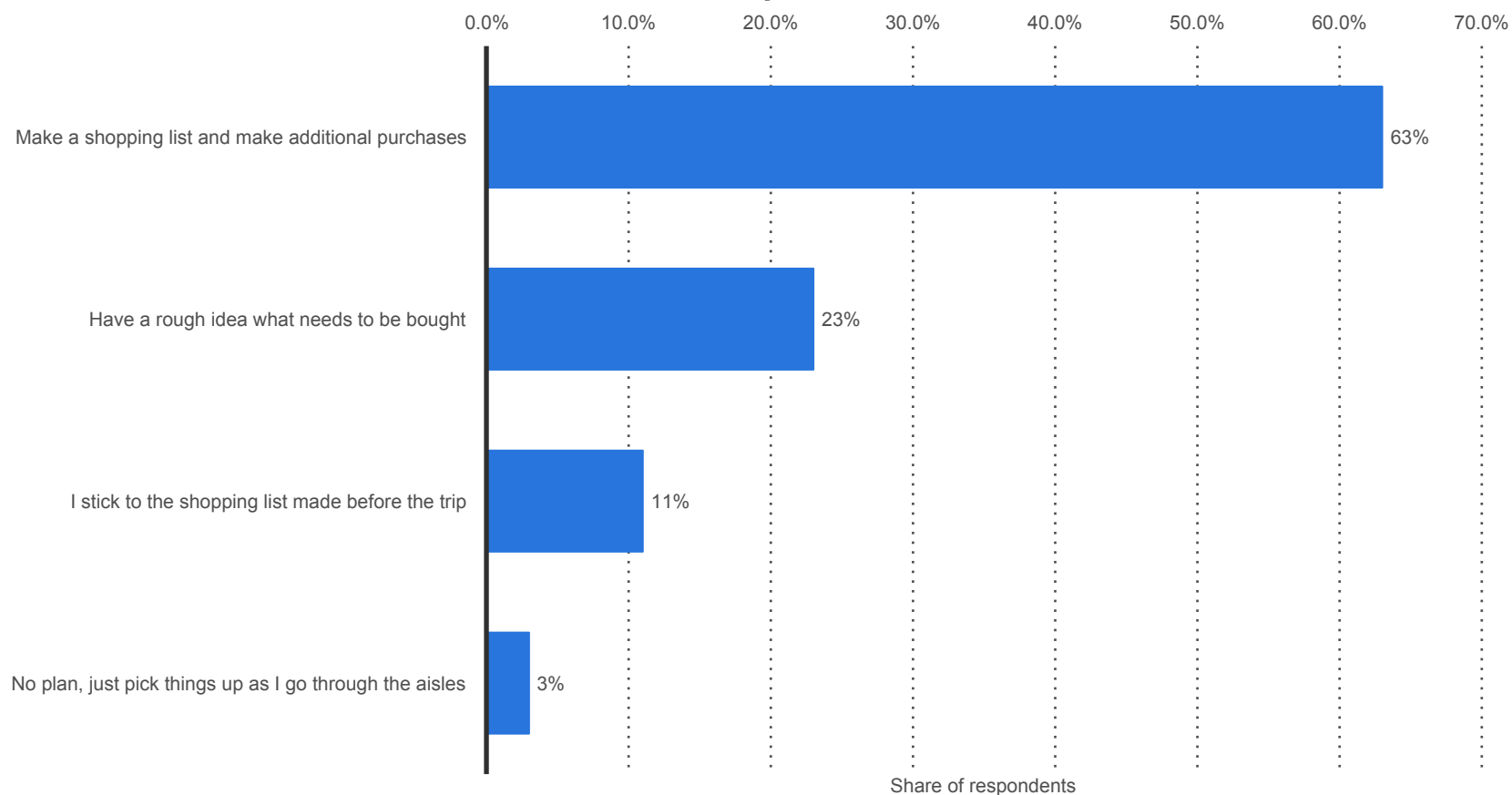
Note: Canada; June 2014; Household members who do more than 50 percent of the shopping.

Further information regarding this statistic can be found on [page 58](#).

Source: Nielsen [ID 457195](#)

Grocery shopping planning habits in Canada 2014

Grocery shopping planning habits among consumers in Canada as of September 2014



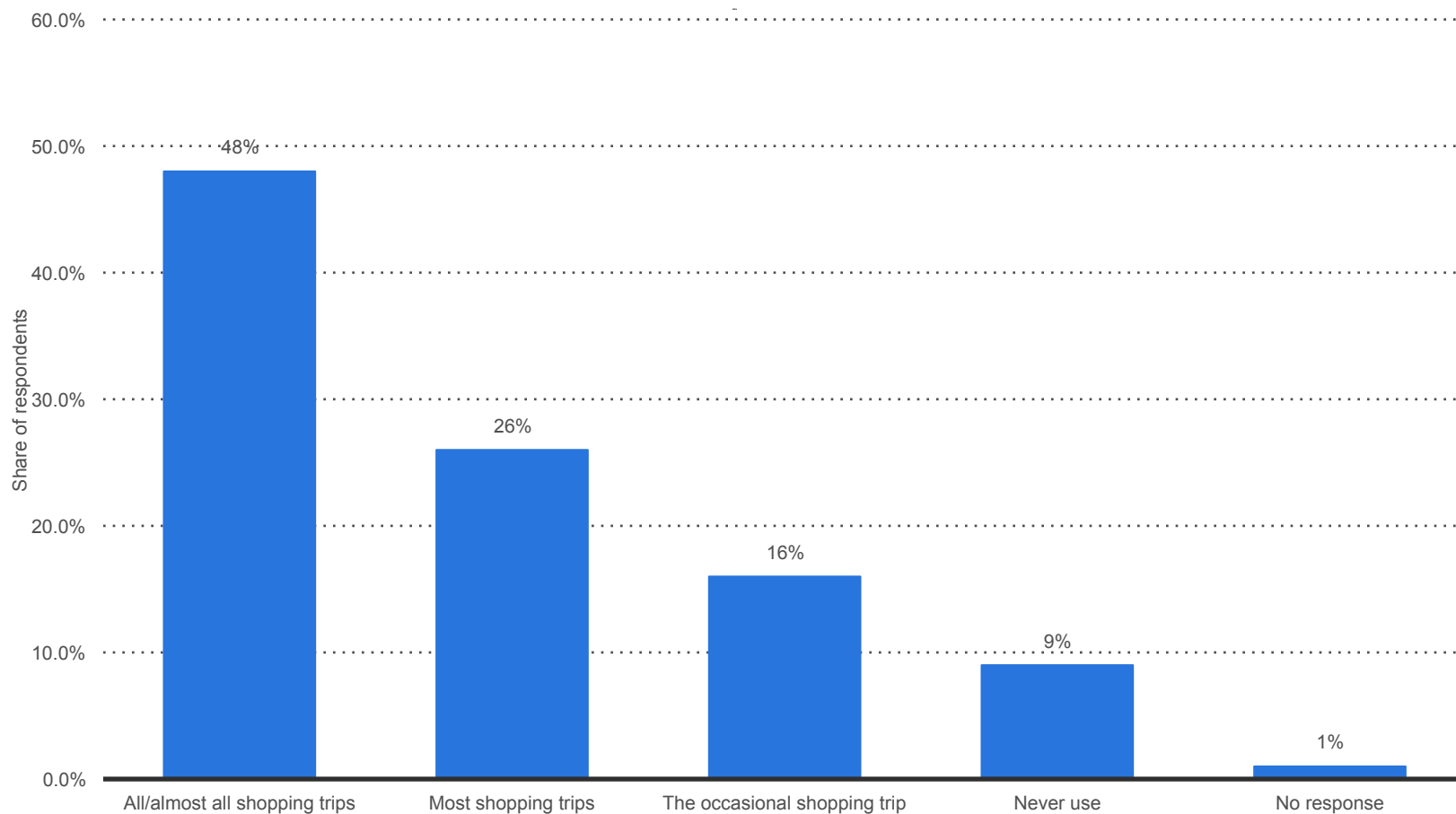
Note: Canada; September 2014; 4,827

Further information regarding this statistic can be found on [page 59](#).

Source: Canadian Grocer [ID 483873](#)

Flyer usage before grocery shopping in Canada 2014

Frequency of flyer usage before grocery shopping in Canada as of October 2014



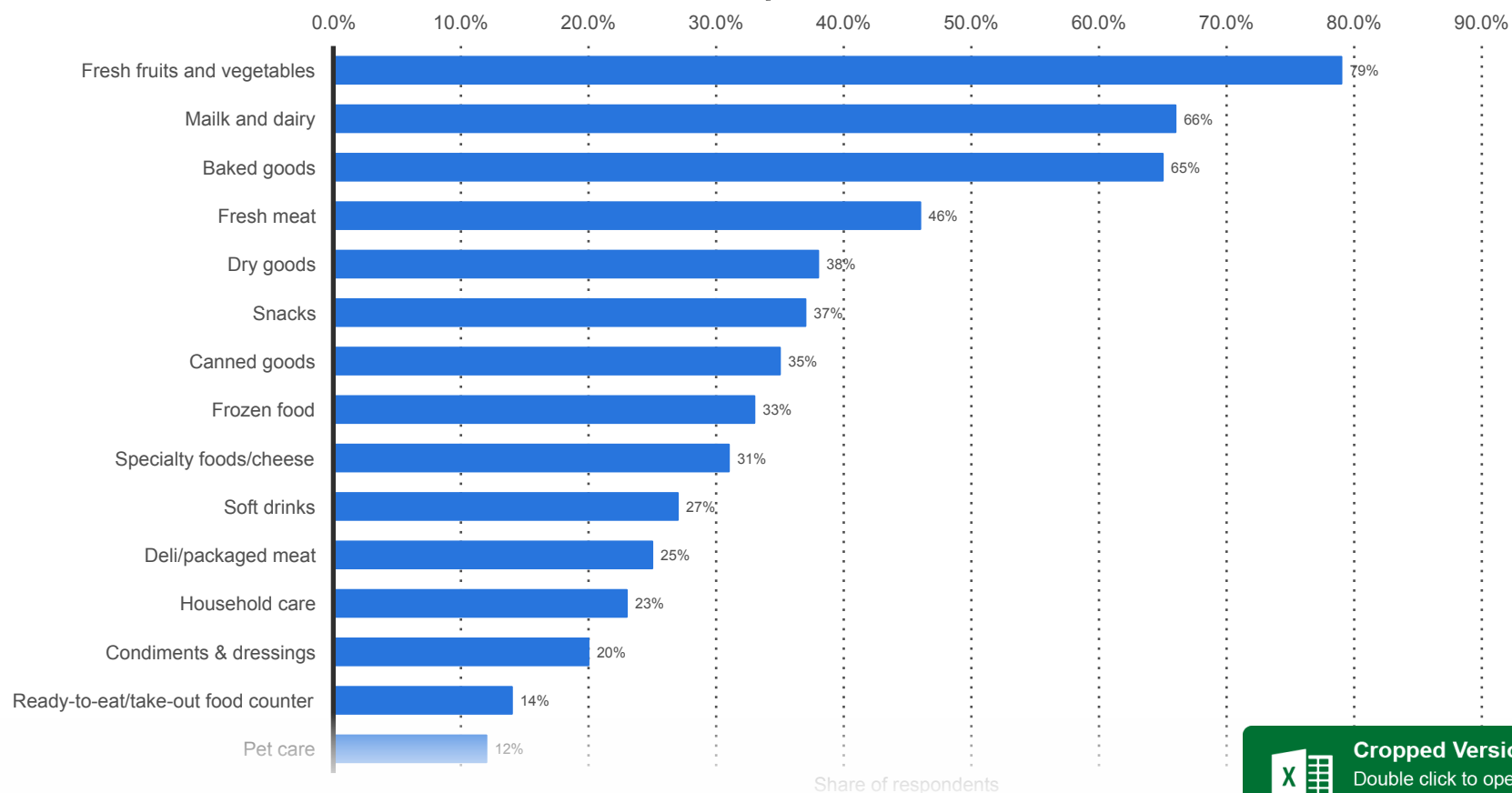
Note: Canada; October 16 to October 30, 2014; 2,461

Further information regarding this statistic can be found on [page 60](#).

Source: Totum Research; Flyer Distribution Standards Association [ID 443923](#)

Grocery store sections shopped on most recent shopping trip in Canada 2017

Grocery store sections shopped on most recent shopping trip among consumers in Canada as of March 2017



Cropped Version

Double click to open excel file with complete data

Note: Canada; January to March 2017; 18 years and older; 6,007; Consumers involved in household shopping

Further information regarding this statistic can be found on [page 61](#).

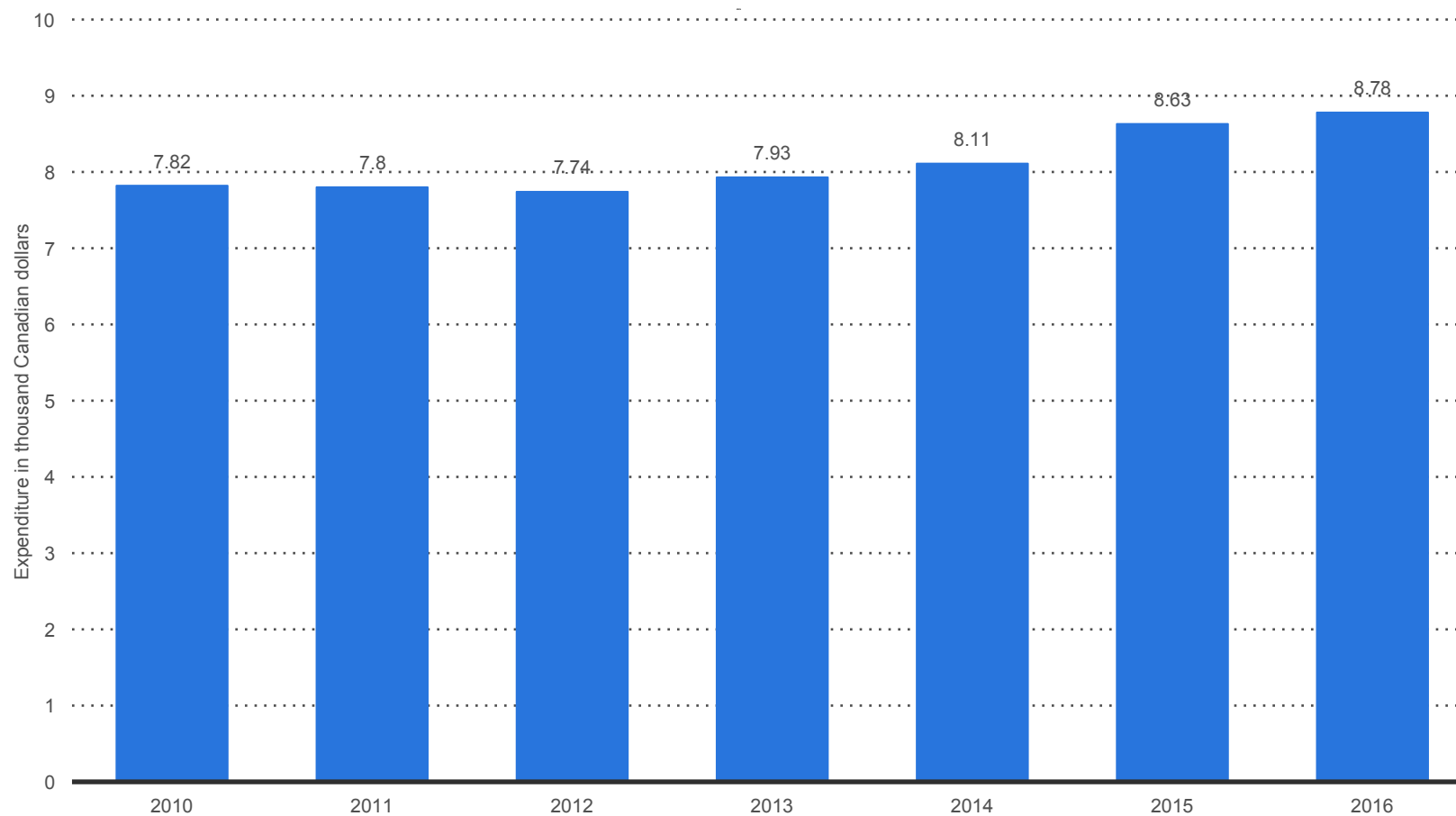
Source: BrandSpark [ID 495696](#)

Food shopping behavior in Canada

◆ **Food expenditure and price**

Annual household expenditure on food in Canada 2010-2016

Average annual household expenditure on food in Canada from 2010 to 2016 (in thousand Canadian dollars)



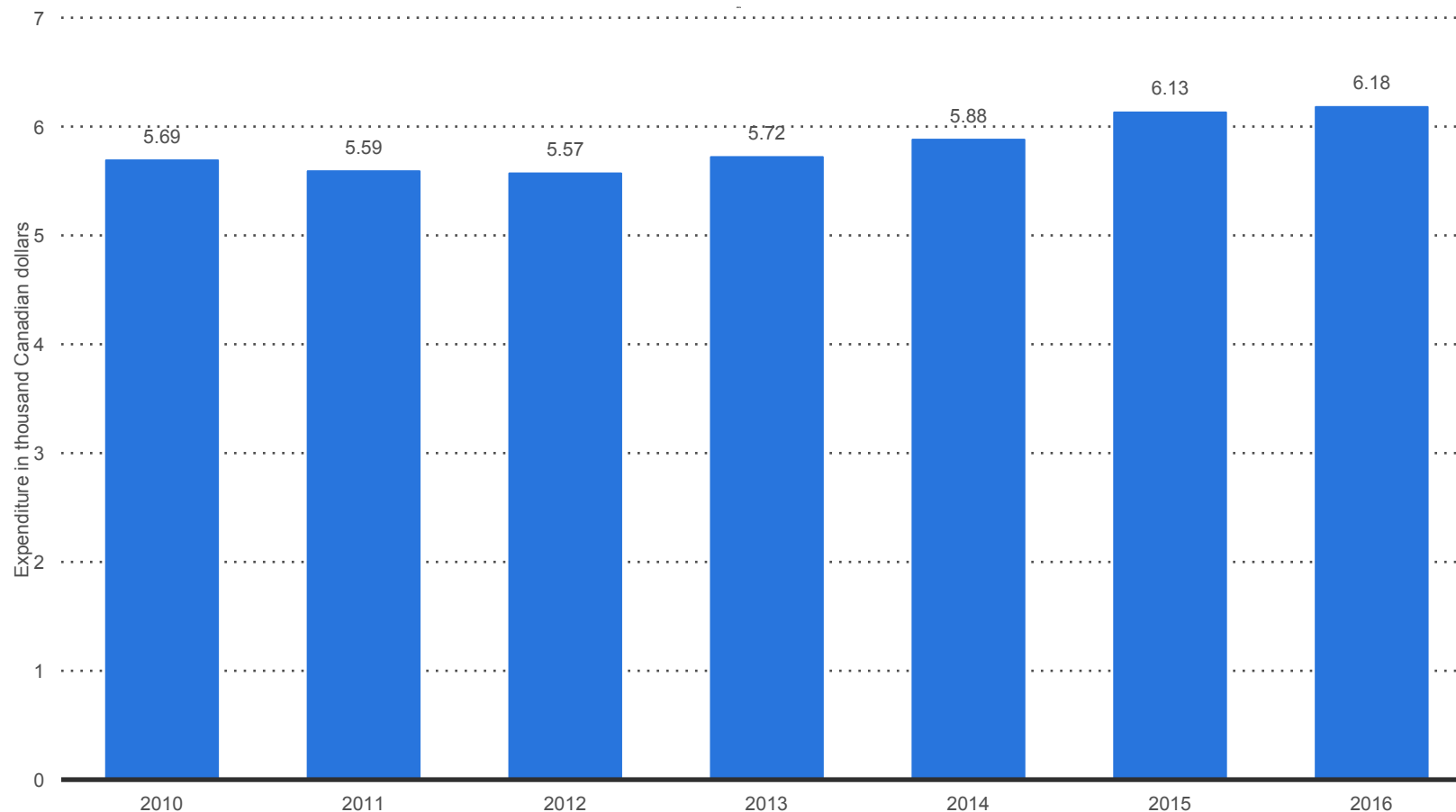
Note: Canada; 2010 to 2016; 17,590; Canadian households

Further information regarding this statistic can be found on [page 62](#).

Source: StatCan [ID 436289](#)

Annual household expenditure on food purchased from stores in Canada 2010-2016

Average annual household expenditure on food purchased from stores in Canada from 2010 to 2016 (in thousand Canadian dollars)



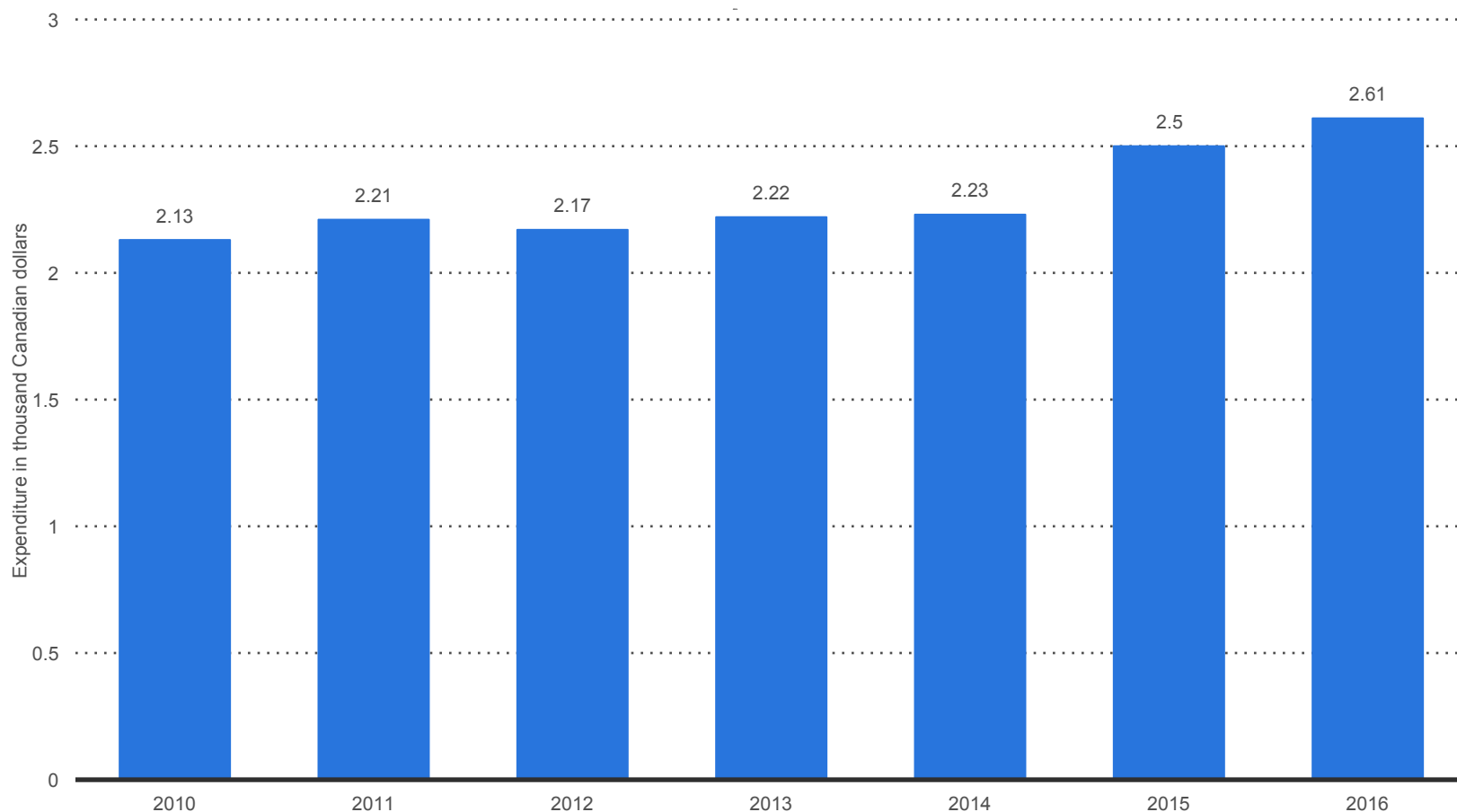
Note: Canada; 2010 to 2016; 17,590; Canadian households

Further information regarding this statistic can be found on [page 63](#).

Source: StatCan [ID 436294](#)

Annual household expenditure on food purchased from restaurants in Canada 2010-2016

Average annual household expenditure on food purchased from restaurants in Canada from 2010 to 2016 (in thousand Canadian dollars)



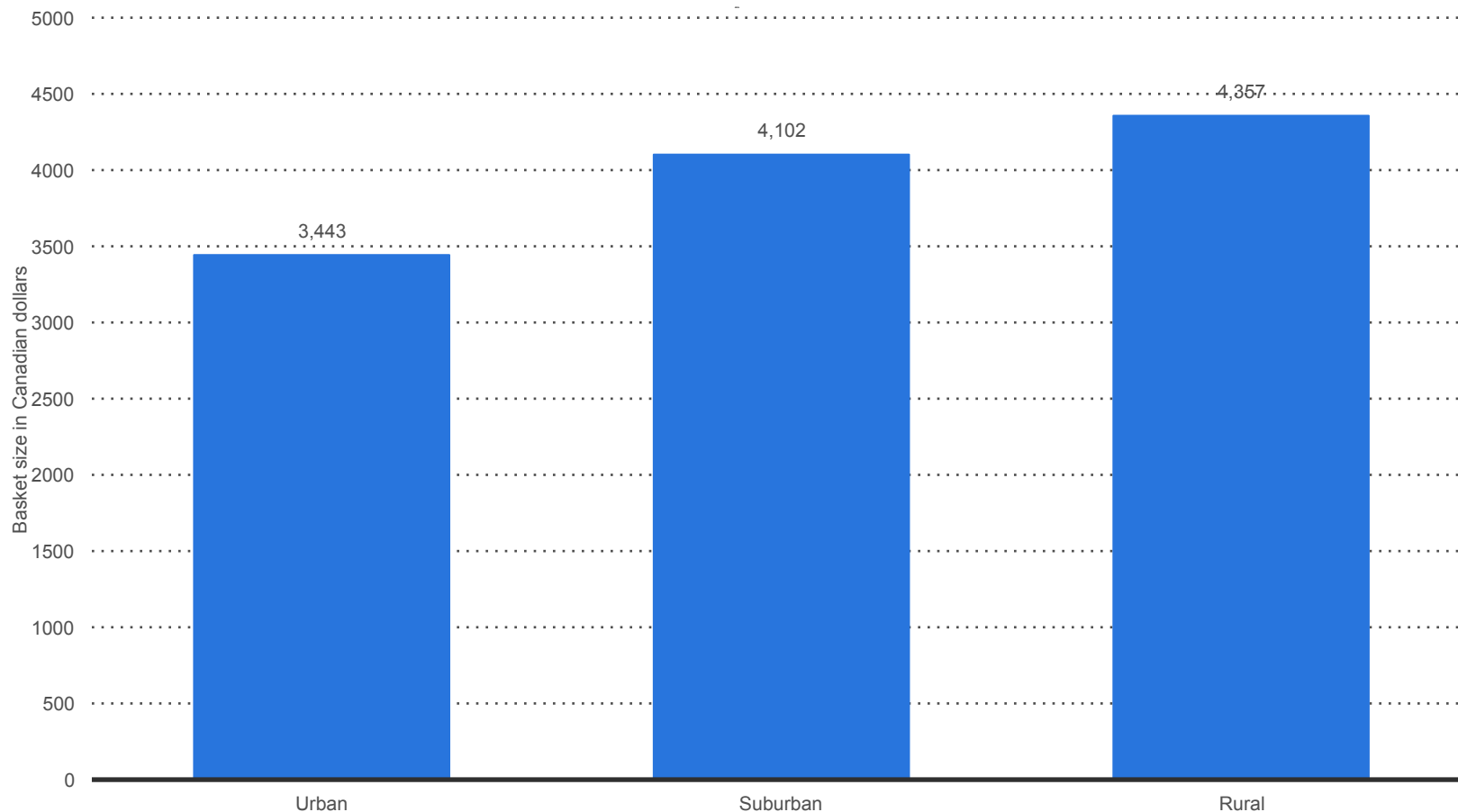
Note: Canada; 2010 to 2016; 17,590; Canadian households

Further information regarding this statistic can be found on [page 64](#).

Source: StatCan [ID 436391](#)

Average grocery basket size of consumers in Canada 2014, by location type

Average grocery basket size of consumers in Canada in 2014, by location type (in Canadian dollars)



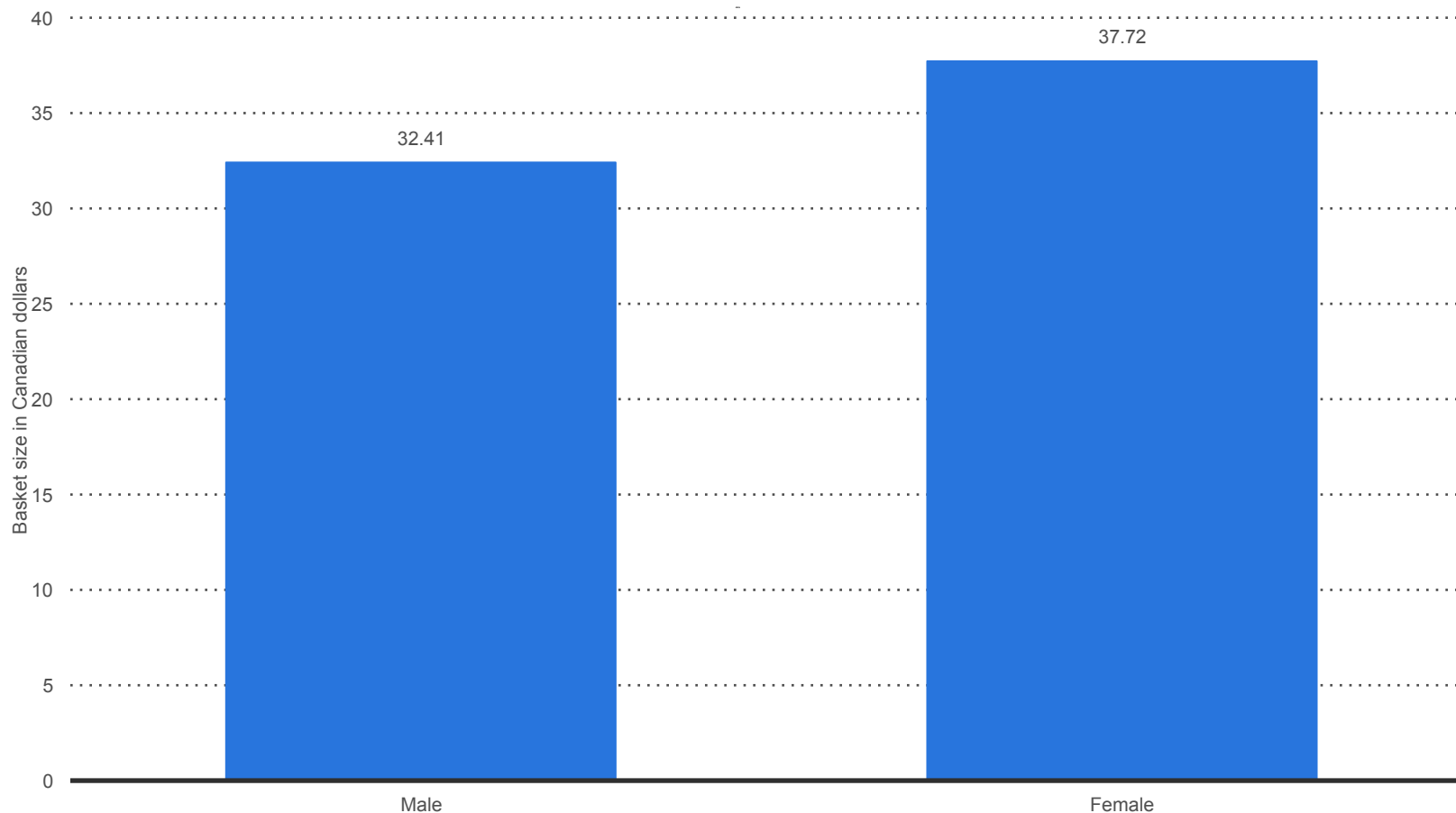
Note: Canada; 52 weeks ending September 20, 2014

Further information regarding this statistic can be found on [page 65](#).

Source: Nielsen [ID 457188](#)

Average grocery basket size per shopping trip in Canada 2014, by gender

Average grocery basket size per shopping trip in Canada in 2014, by gender (in Canadian dollars)*



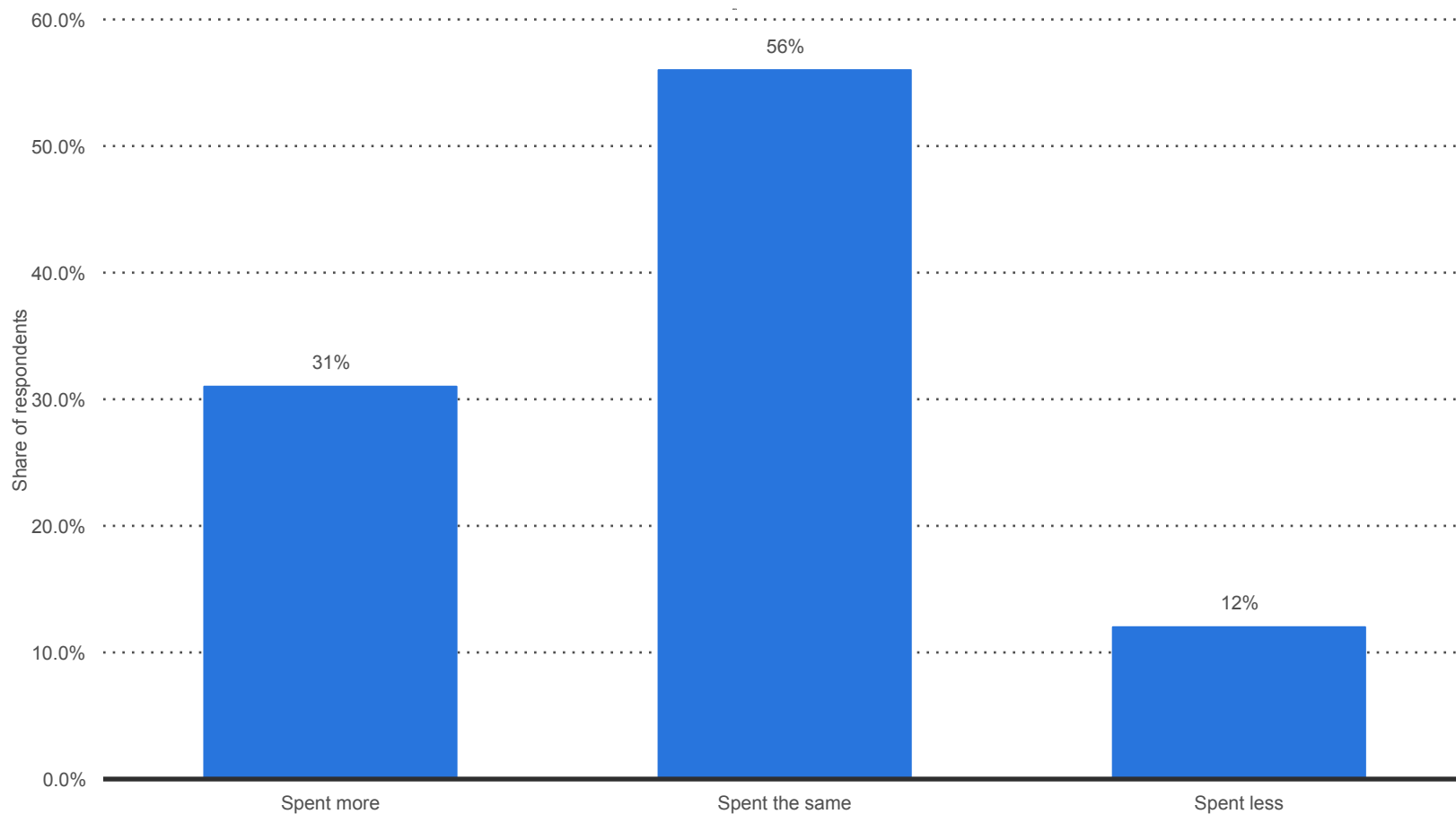
Note: Canada; 52 weeks ending July 26, 2014

Further information regarding this statistic can be found on [page 66](#).

Source: Nielsen [ID 457199](#)

Change in spending on in-home food in the past year in Canada 2015

Change in spending on in-home food in the past year among consumers in Canada as of June 2015



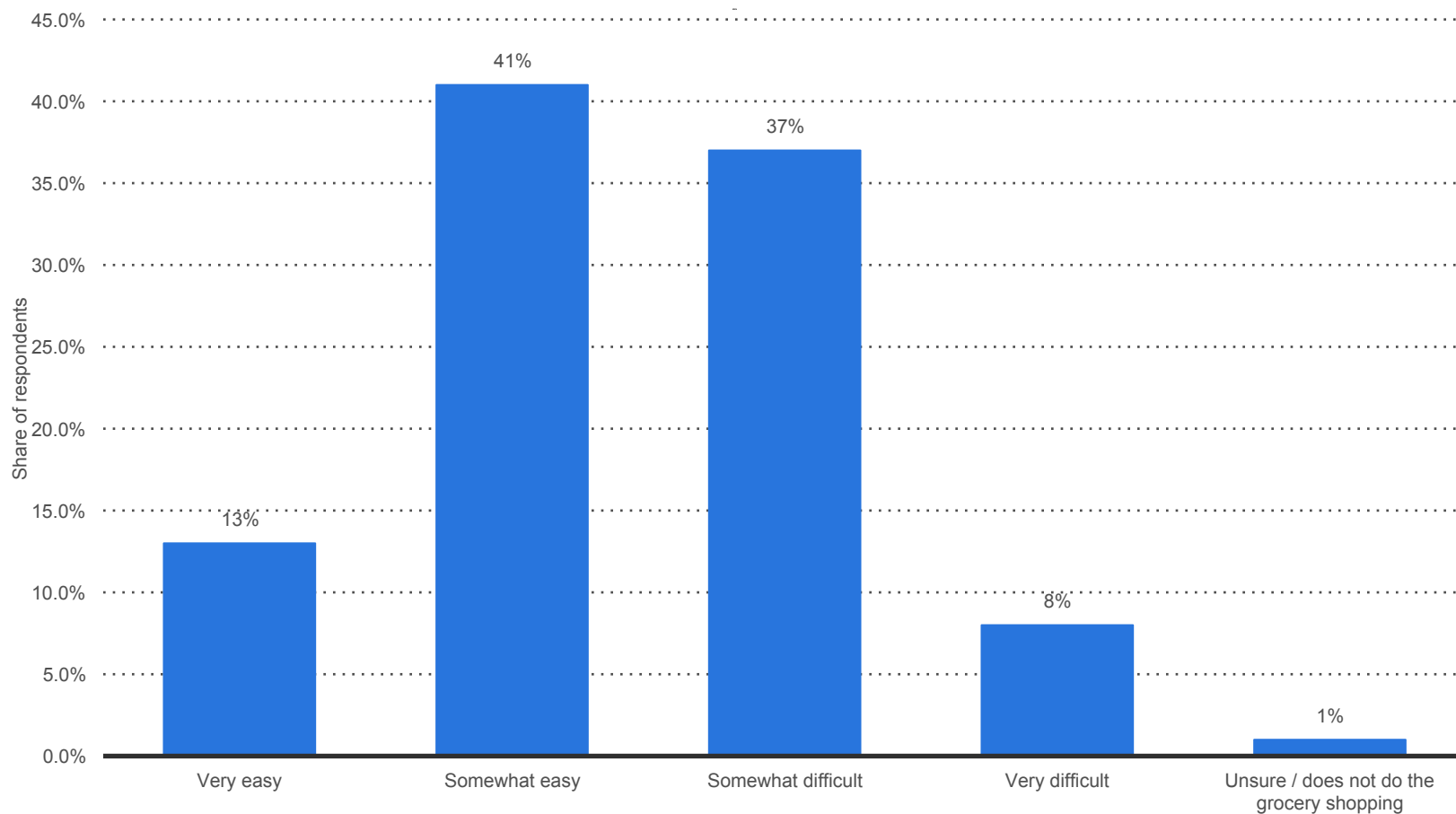
Note: Canada; as of June 2015; 2,000

Further information regarding this statistic can be found on [page 67](#).

Source: Canadian Grocer; Mintel [ID 413056](#)

Household affordability of food prices in Canada 2016

How difficult Canadians found it to feed their household on their food budget as of February 2016



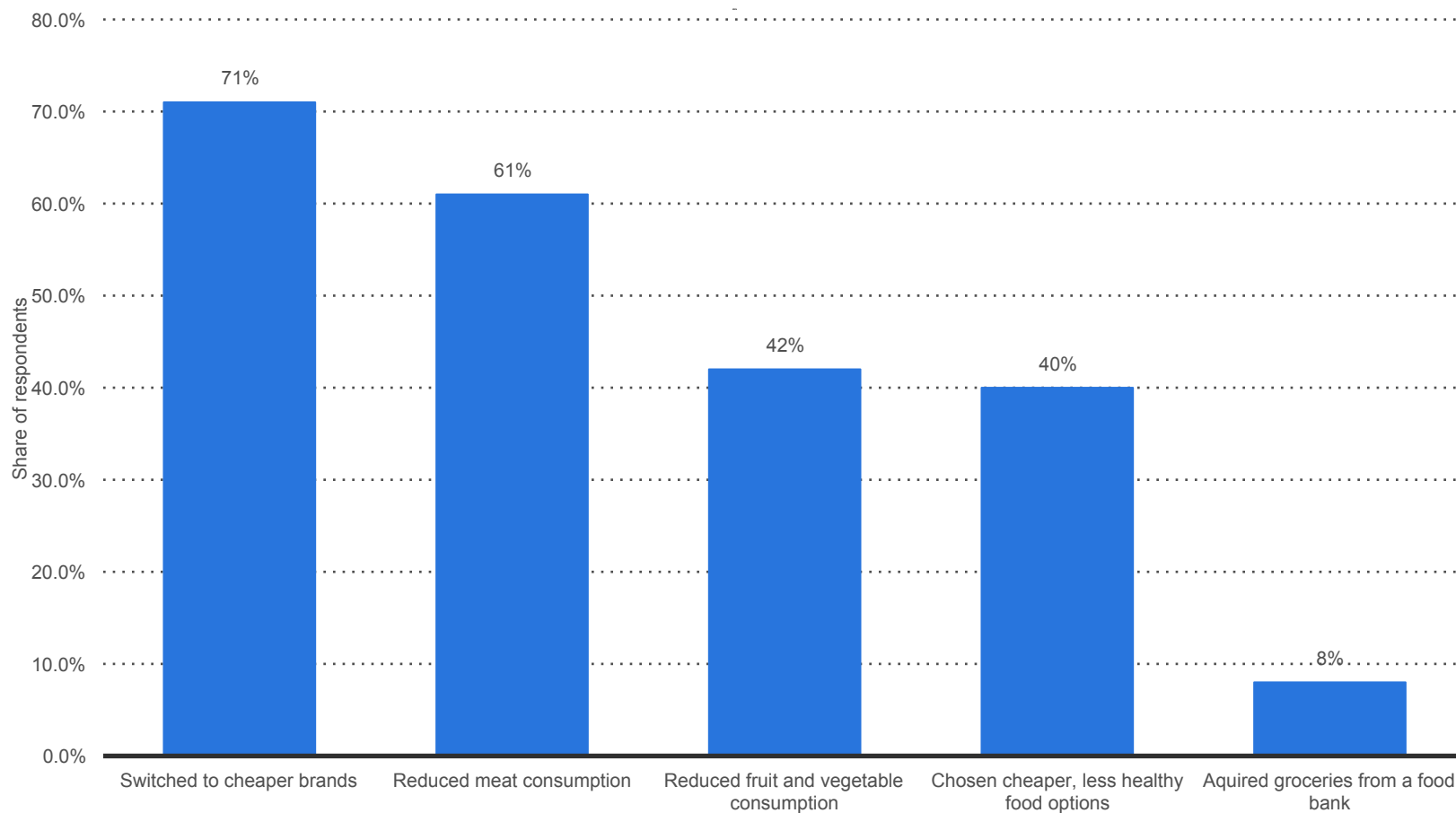
Note: February 22 to 25, 2016; 18 years and older; 1,515

Further information regarding this statistic can be found on [page 68](#).

Source: Angus Reid Institute [ID 535350](#)

Shopping changes made in response to food prices in Canada 2016

Shopping changes made by households in response to rising food prices in Canada as of February 2016



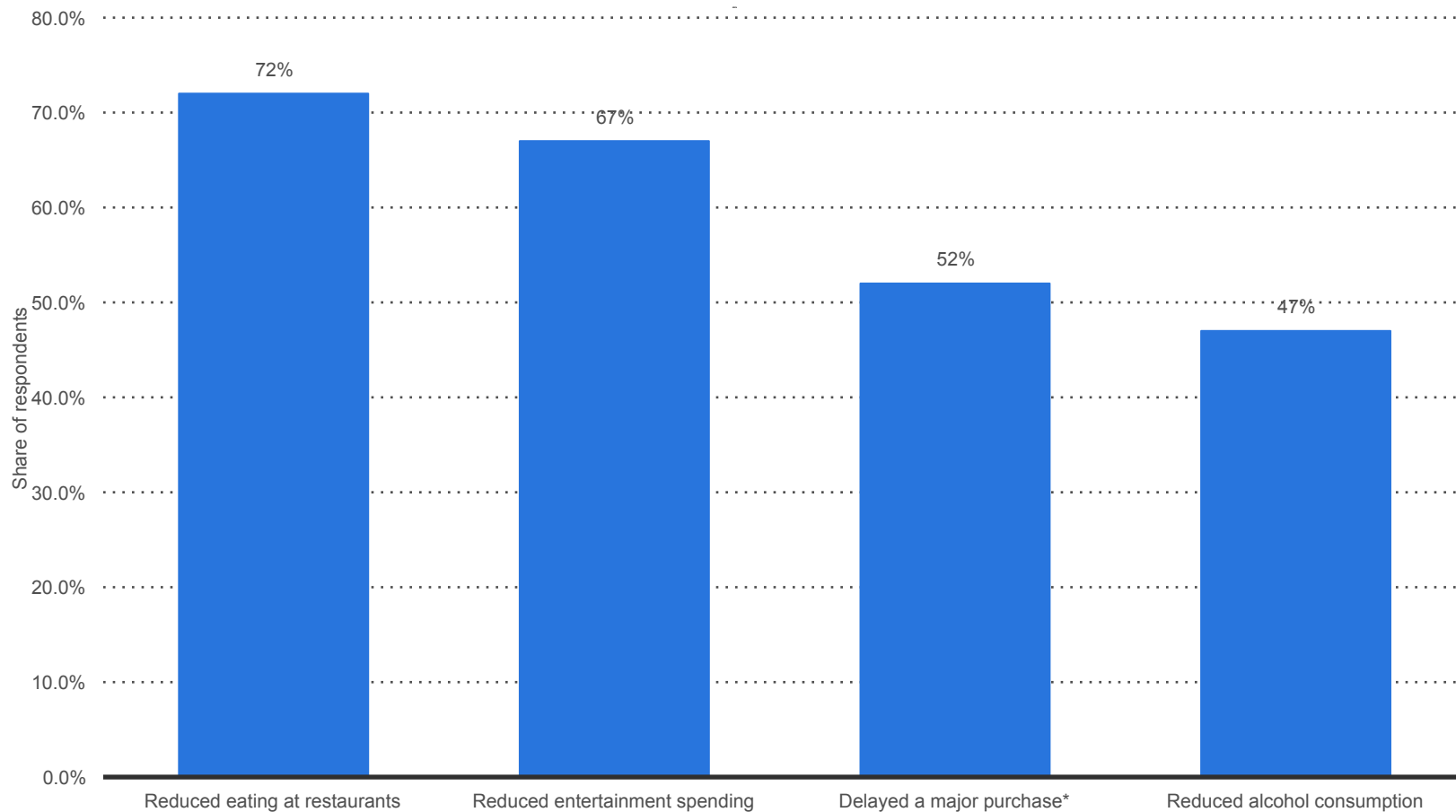
Note: February 22 to 25, 2016; 18 years and older; 1,515

Further information regarding this statistic can be found on [page 69](#).

Source: Angus Reid Institute [ID 535453](#)

Entertainment changes made in response to food prices in Canada 2016

Entertainment changes made by households in response to rising food prices in Canada as of February 2016



Note: Canada; February 22 to 25, 2016; 18 years and older; 1,515

Further information regarding this statistic can be found on [page 70](#).

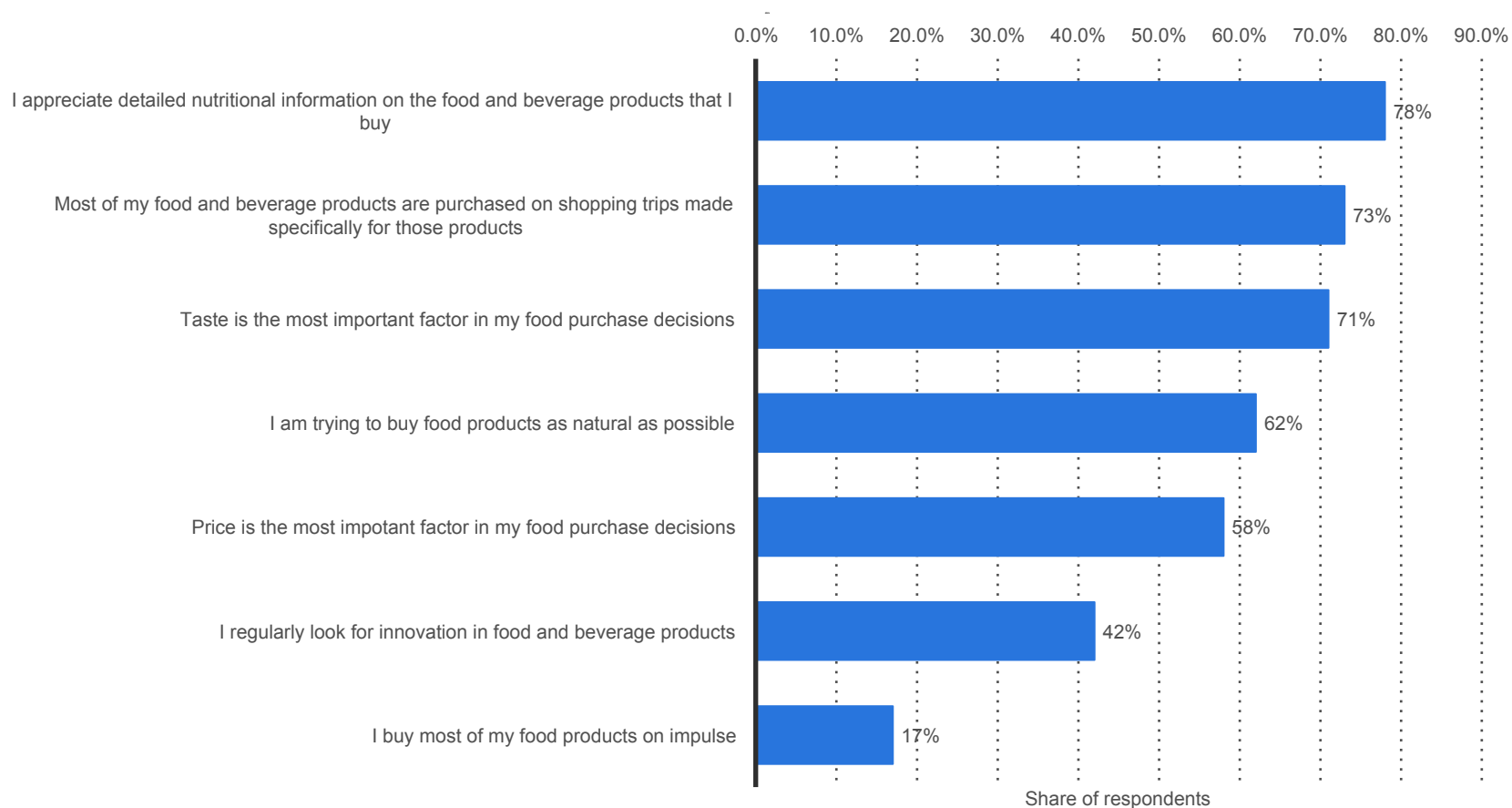
Source: Angus Reid Institute [ID 535569](#)

Food shopping behavior in Canada

◆ **Consumer preferences**

Food product shopping habits in Canada 2017

Food product shopping habits among consumers in Canada as of March 2017*



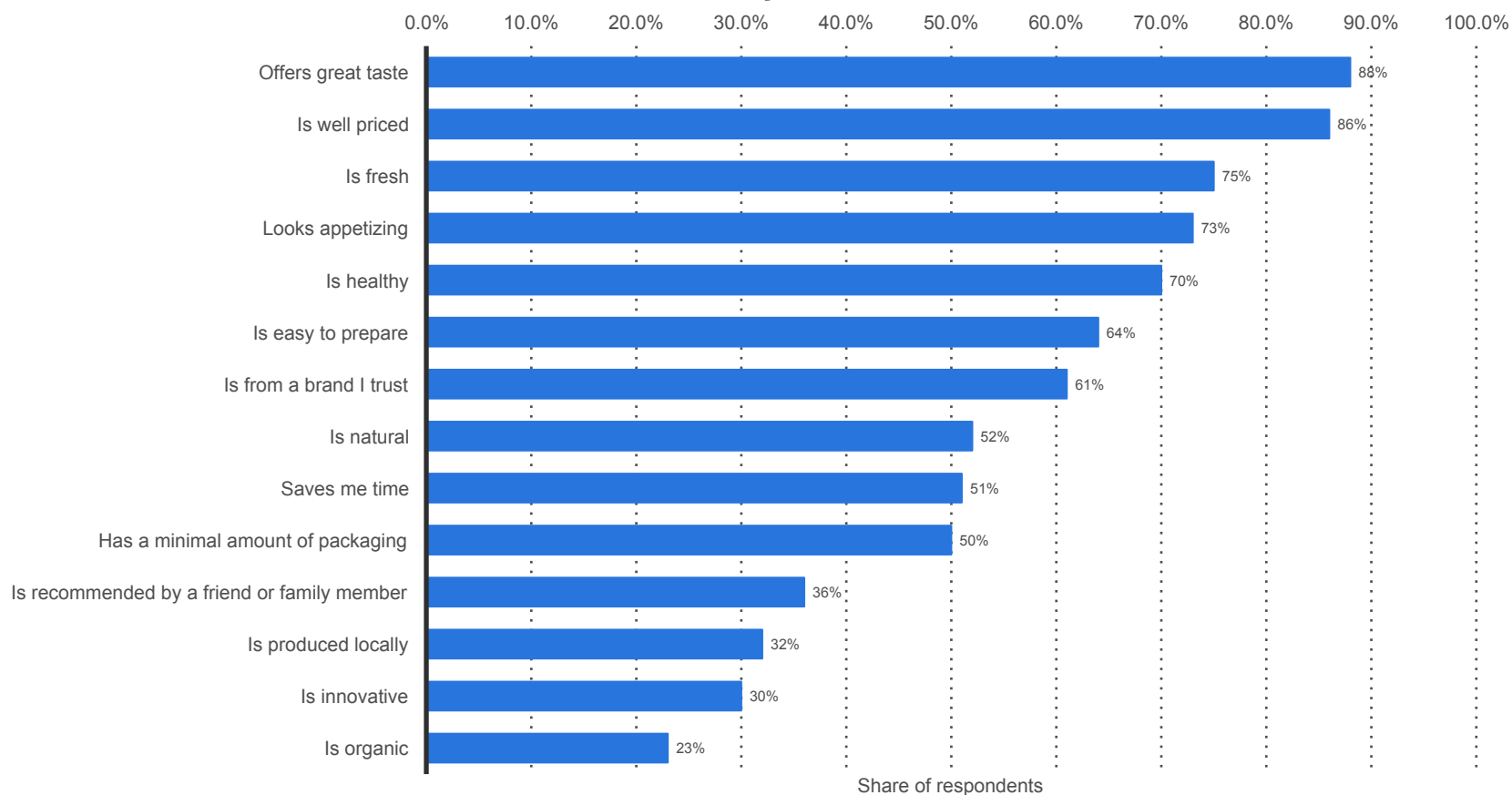
Note: Canada; January to March 2017; 18 years and older; 40,000+; Consumers involved in household shopping

Further information regarding this statistic can be found on [page 71](#).

Source: BrandSpark [ID 495905](#)

Reasons for buying new food products in Canada 2014

Reasons for buying new food products among consumers in Canada as of December 2014*



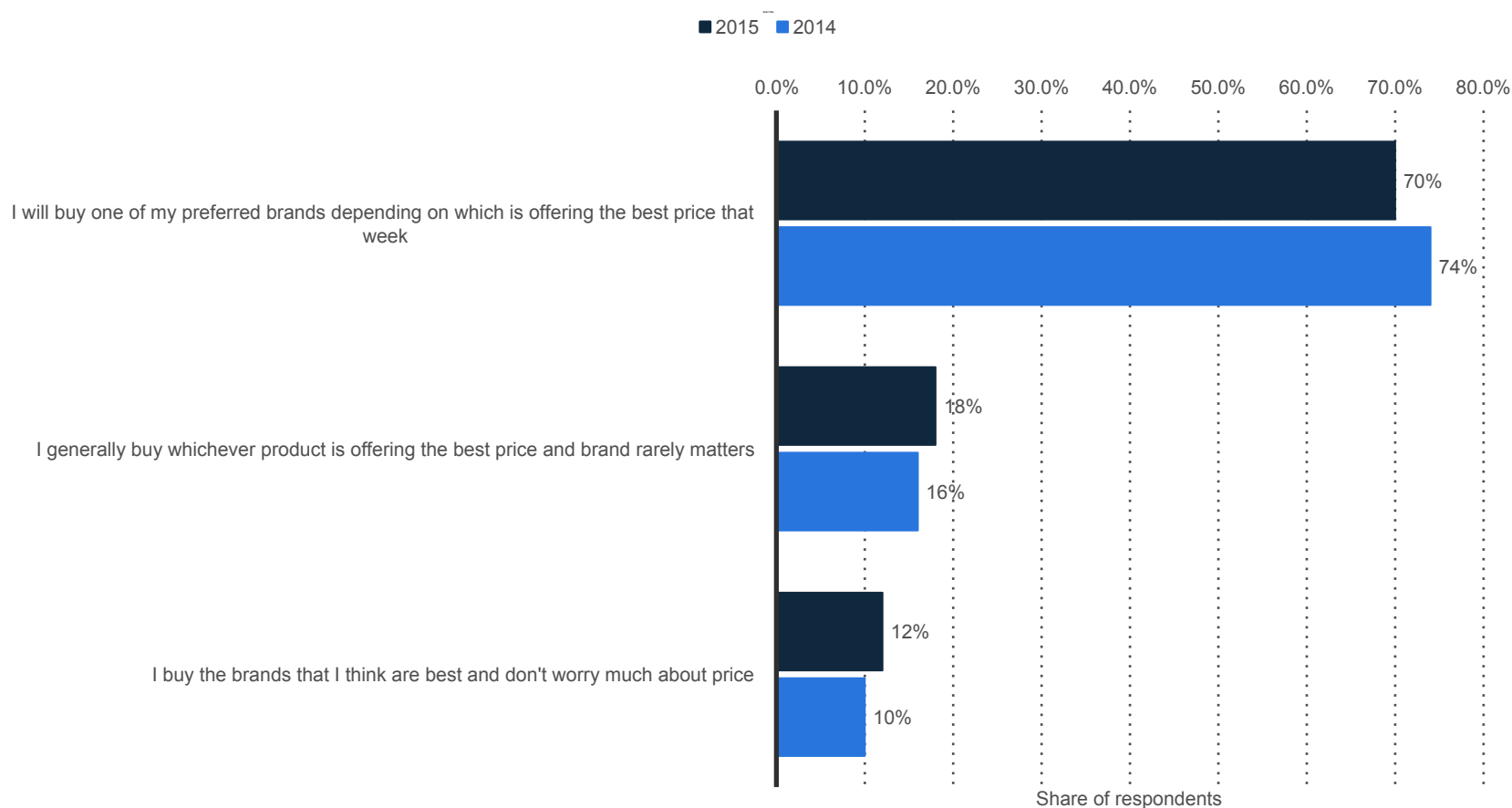
Note: Canada; November 11 to December 18, 2014; 18 years and older; 23,573; Consumers involved in household shopping

Further information regarding this statistic can be found on [page 72](#).

Source: BrandSpark [ID 495883](#)

Brand vs. price preferences among Canadian consumers 2014-2015

Brand vs. price preference among consumers in Canada in 2014 and 2015



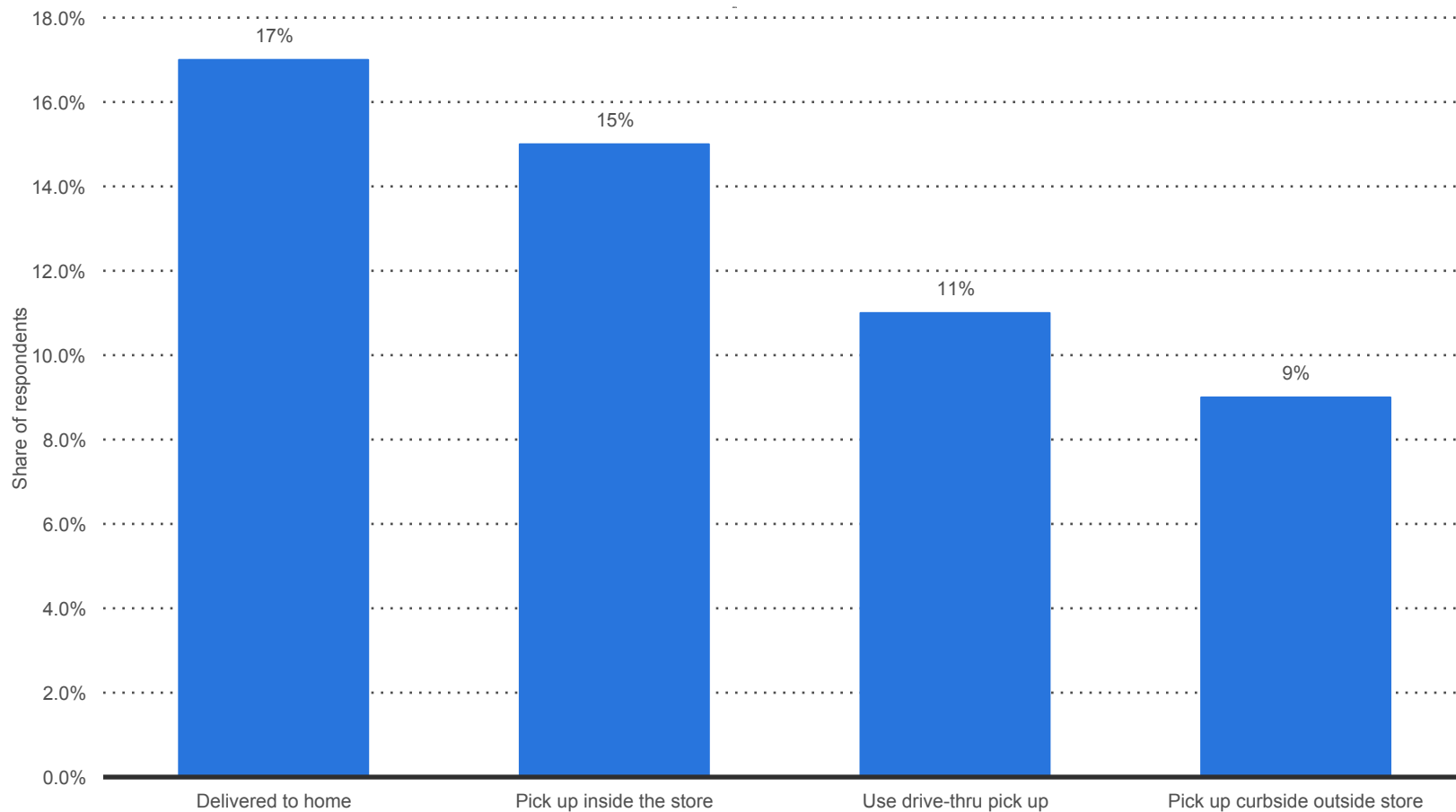
Note: Canada; November to December 2014; 18 years and older; 5,596; Consumers who are involved in household shopping

Further information regarding this statistic can be found on [page 73](#).

Source: XTC; BrandSpark [ID 435280](#)

Preferred online options for grocery shopping in Canada 2014

Preferred online options for grocery shopping in Canada as of March 2014



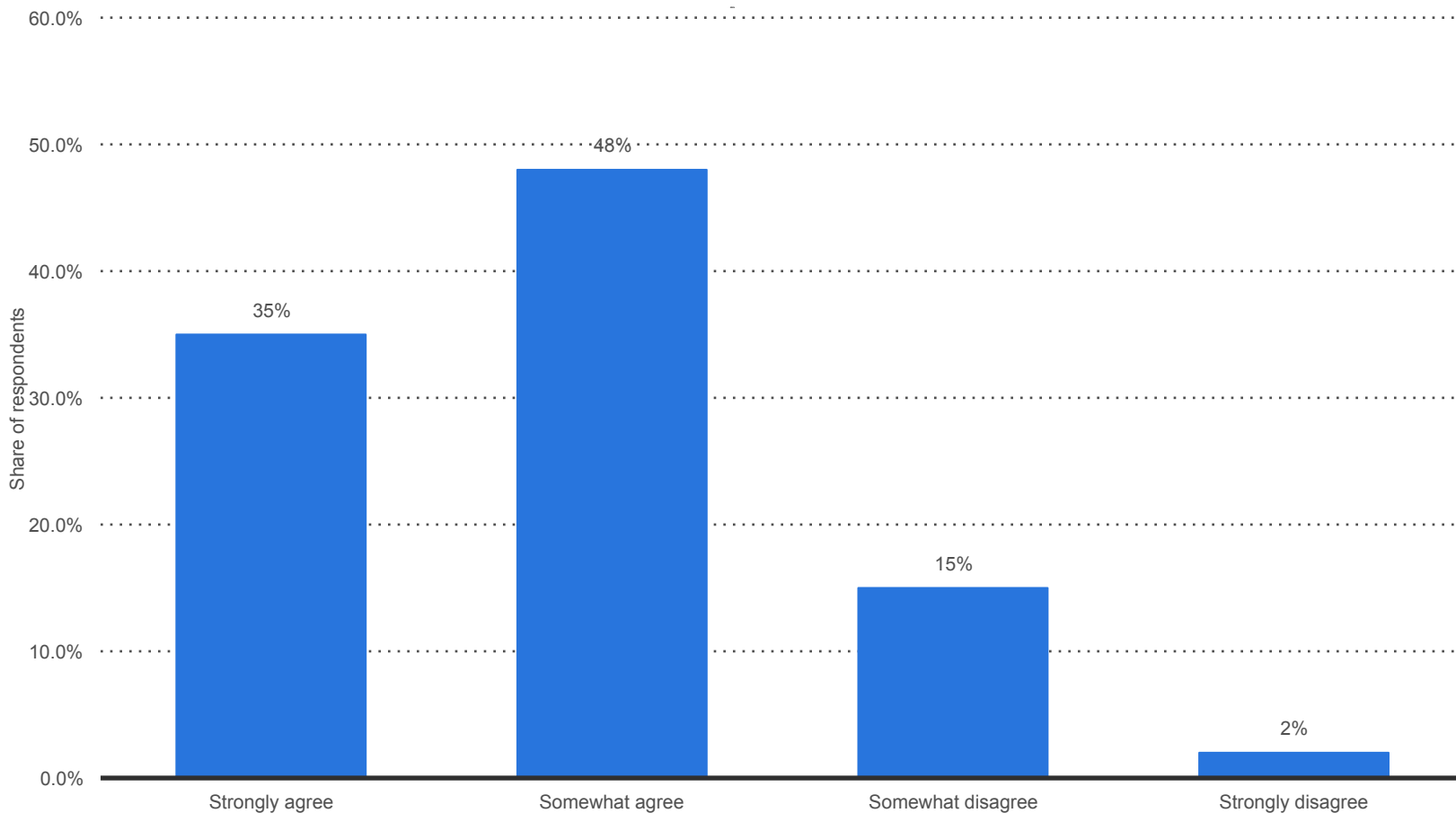
Note: Canada; 52 weeks to March 29, 2014

Further information regarding this statistic can be found on [page 74](#).

Source: Retail Council of Canada; Nielsen [ID 465906](#)

Consumers who think it is important to know where their food comes from Canada 2015

Share of consumers who think it is important to know where their food comes from in Canada as of May 2015



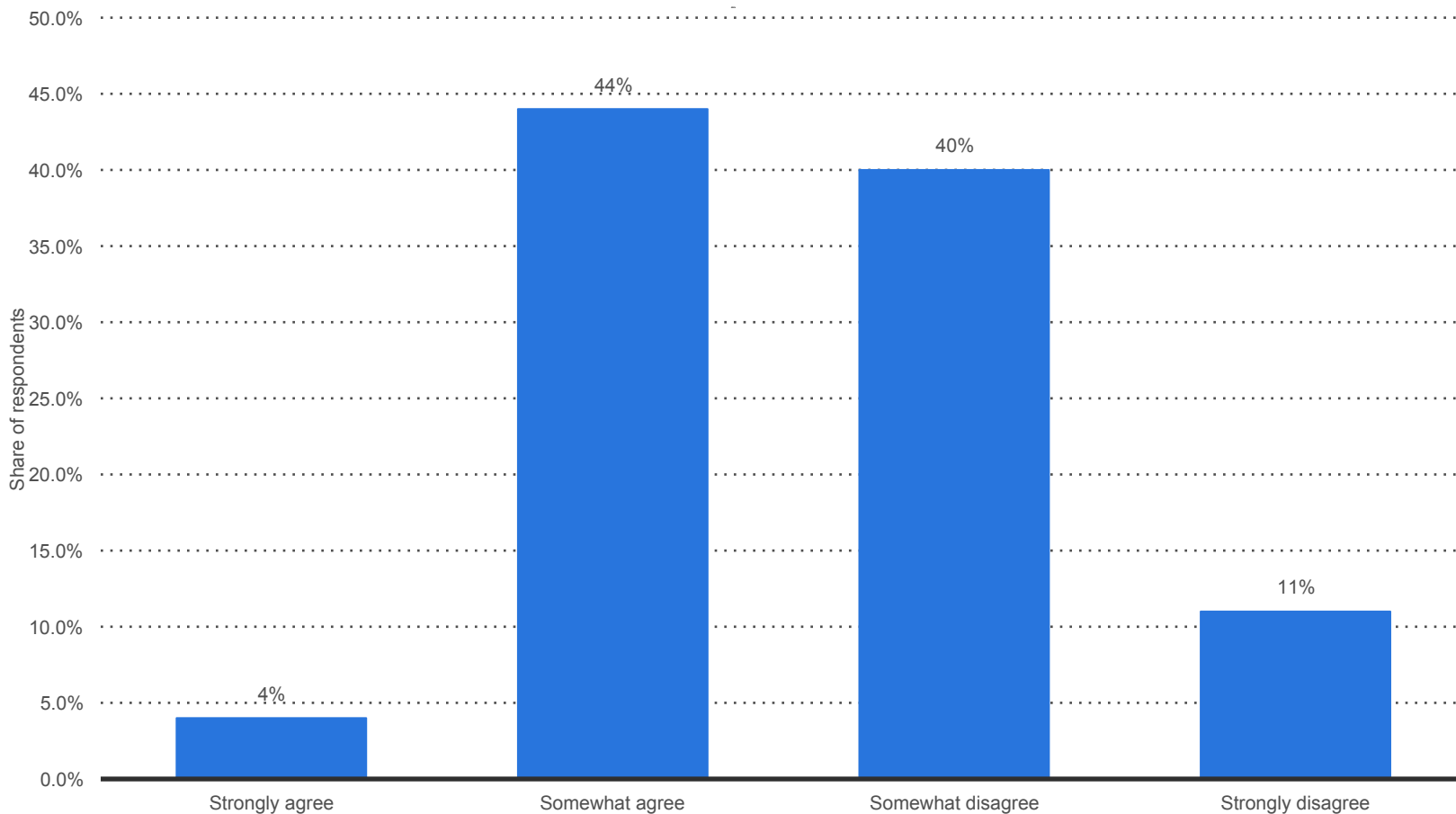
Note: Canada; May 22 to 27, 2015; 18 years and older; 1,005

Further information regarding this statistic can be found on [page 75](#).

Source: Ipsos [ID 440120](#)

Share of consumers who trust food that comes from abroad in Canada 2015

Share of consumers who trust food that comes from abroad in Canada as of May 2015



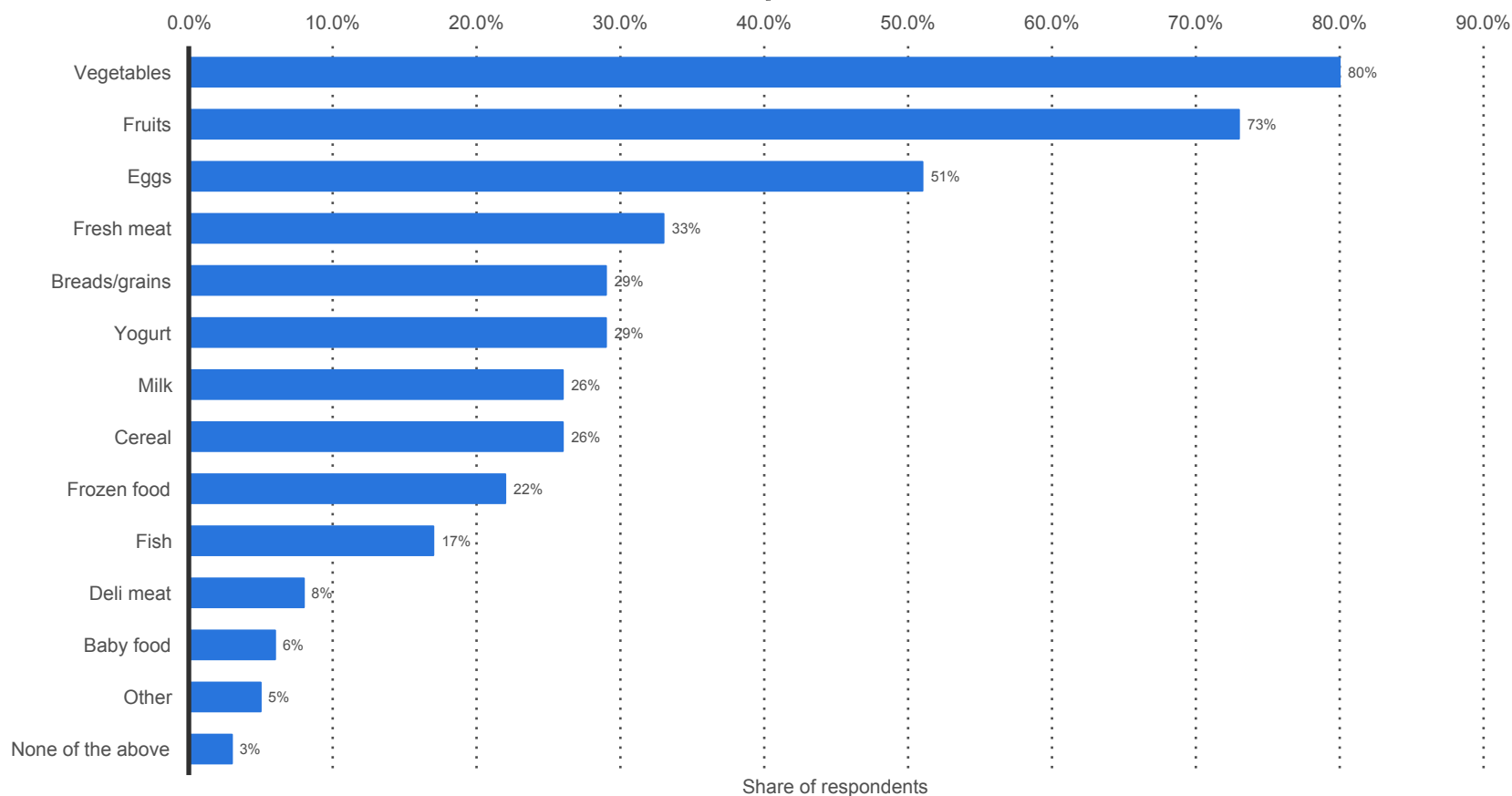
Note: Canada; May 22 to 27, 2015; 18 years and older; 1,005

Further information regarding this statistic can be found on [page 76](#).

Source: Ipsos [ID 440042](#)

Categories in which consumers purchase organic products regularly in Canada 2017

Categories in which consumers purchase organic products regularly in Canada as of March 2017



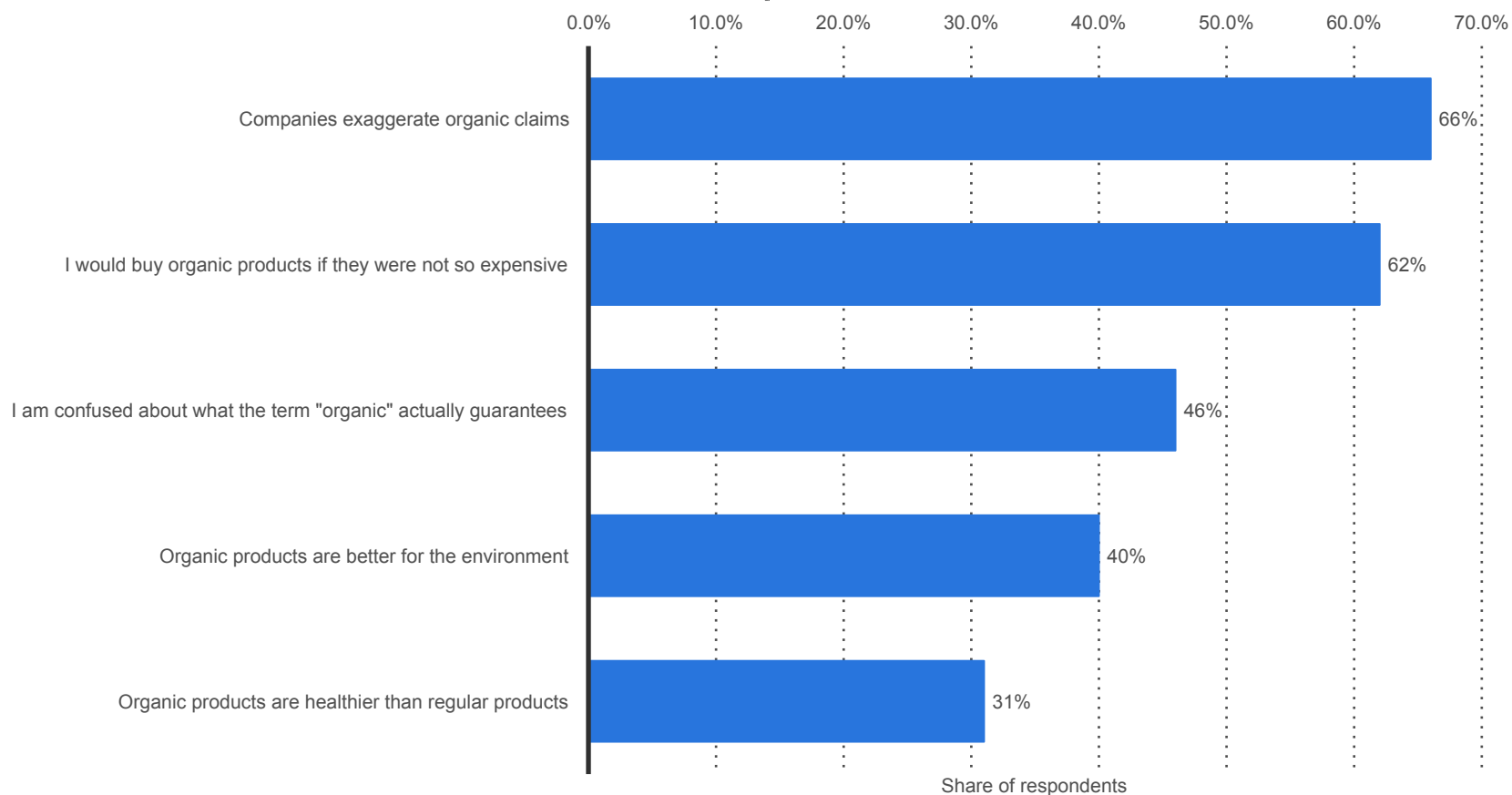
Note: Canada; January to March 2017; 18 years and older; 20,000+; Consumers buying organics regularly

Further information regarding this statistic can be found on [page 77](#).

Source: BrandSpark [ID 495967](#)

Attitudes towards organic products in Canada 2017

Attitudes towards organic products among consumers in Canada as of March 2017*



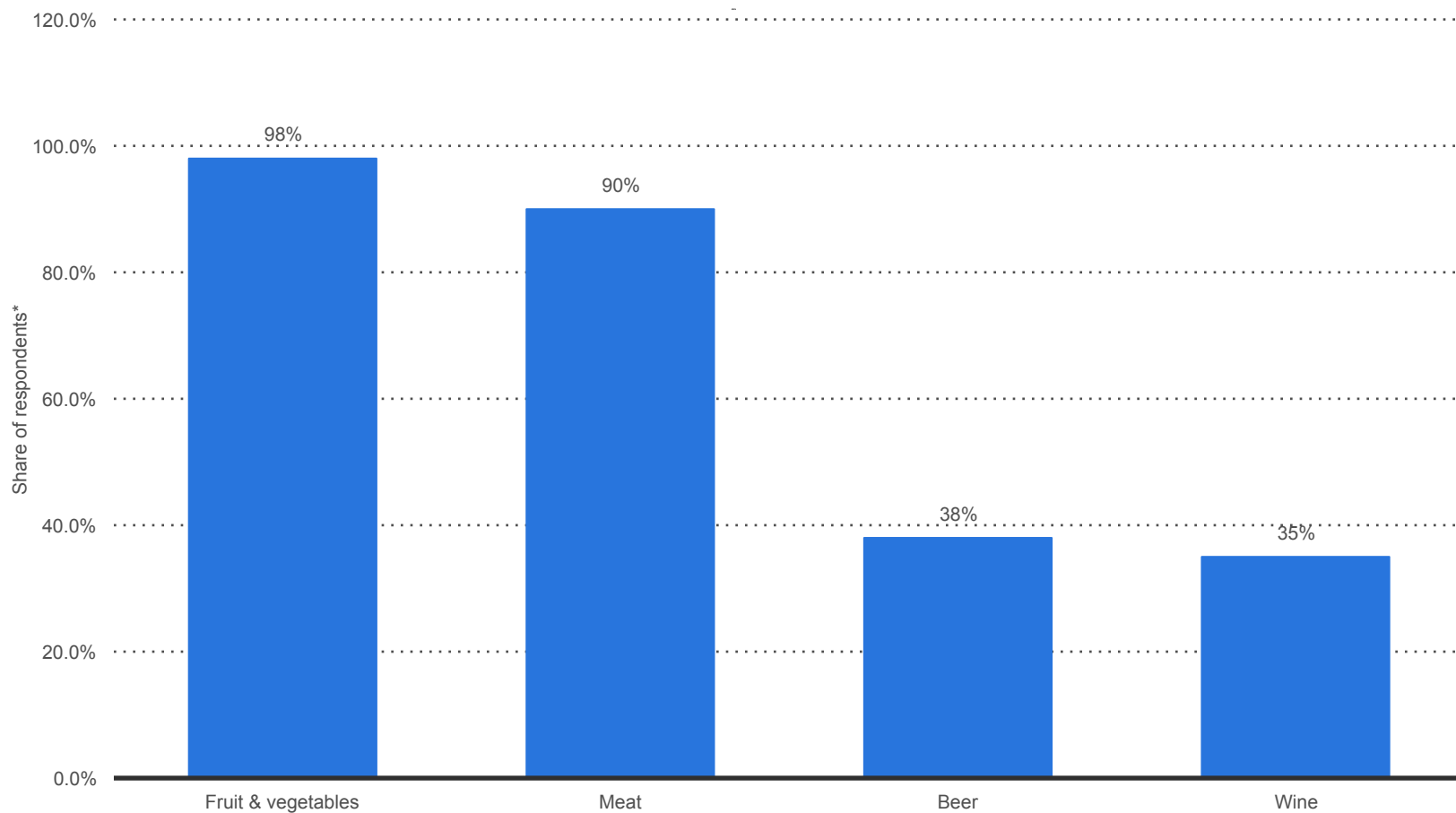
Note: Canada; January to March 2017; 18 years and older; 1,355; Consumers involved in household shopping

Further information regarding this statistic can be found on [page 78](#).

Source: BrandSpark [ID 495853](#)

Leading food categories to buy locally sourced in Canada 2015

Most important food and beverage categories to buy locally sourced among consumers in Canada as of May 2015



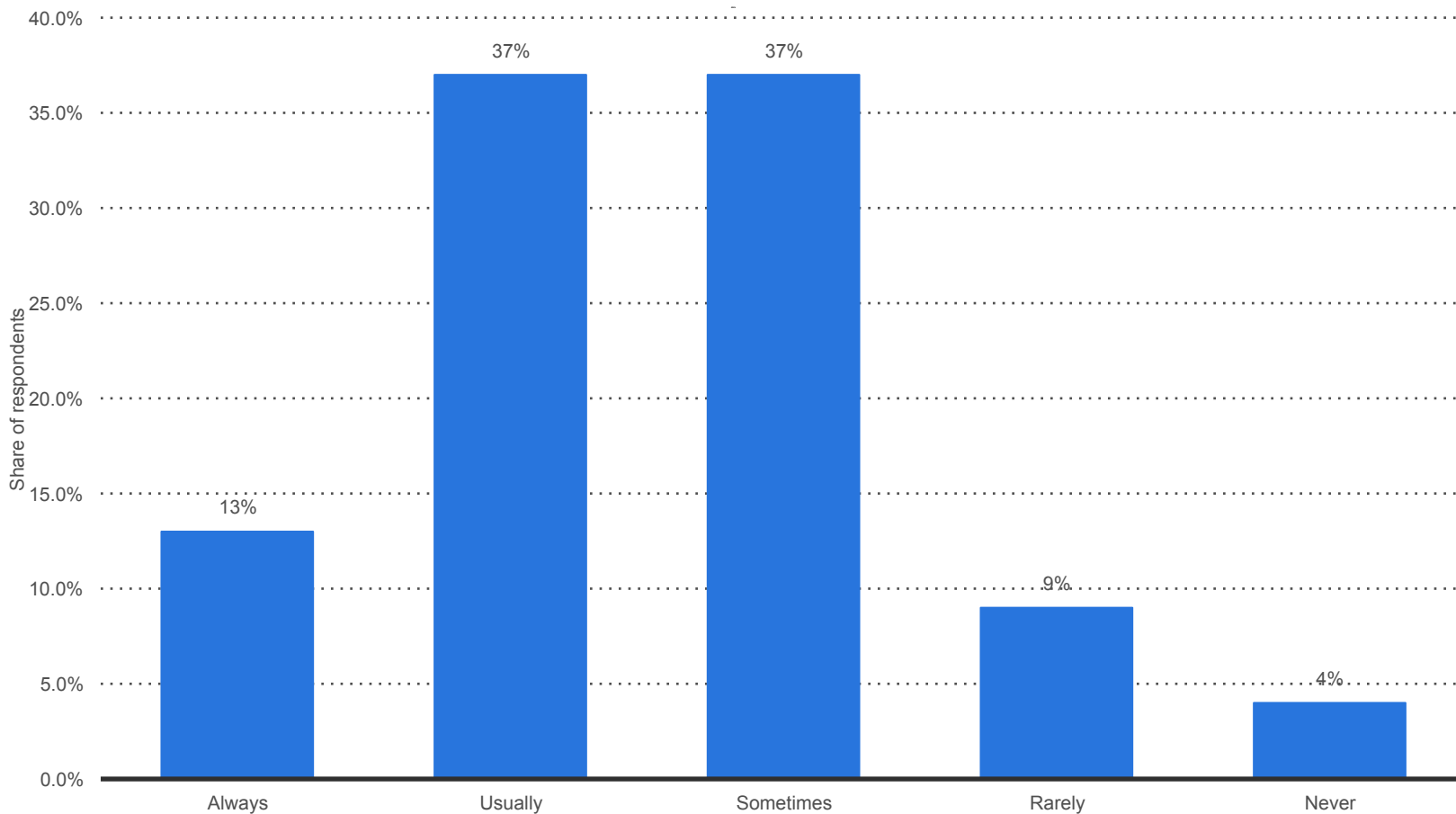
Note: Canada; May 2015; 18 years and older; 1,646; Consumer with a primary or shared responsibility for the grocery shopping in their household

Further information regarding this statistic can be found on [page 79](#).

Source: LoyaltyOne [ID 436144](#)

Frequency of buying locally grown produce among consumers in Canada 2015

Frequency of buying locally grown produce in the last six months among consumers in Canada as of May 2015



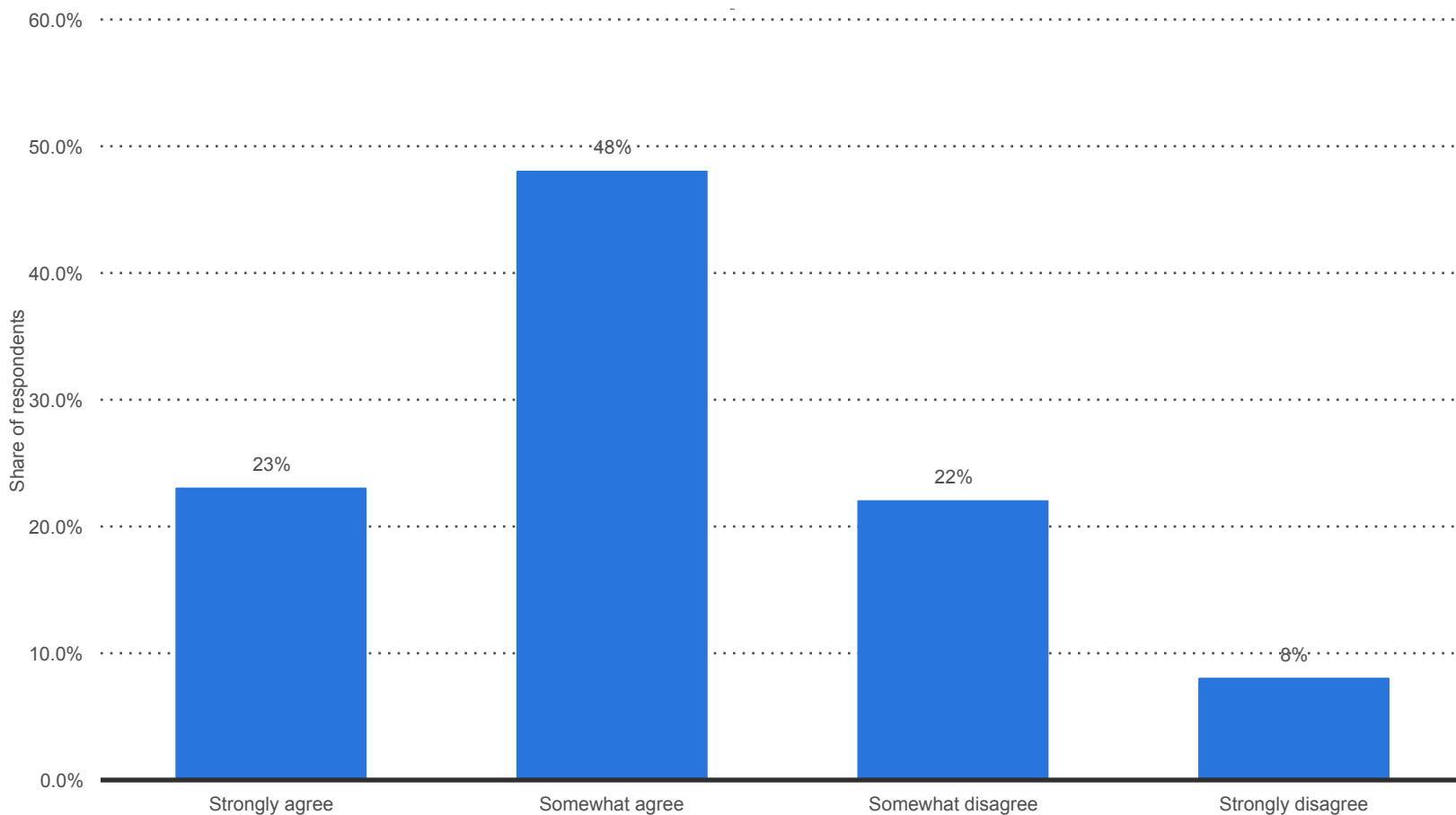
Note: Canada; May 22 to 27, 2015; 18 years and older; 1,005

Further information regarding this statistic can be found on [page 80](#).

Source: Ipsos [ID 442126](#)

Consumers willing to pay more for locally grown food in Canada 2014

Share of consumers who are willing to pay more for locally grown and produced food in Canada as of June 2015



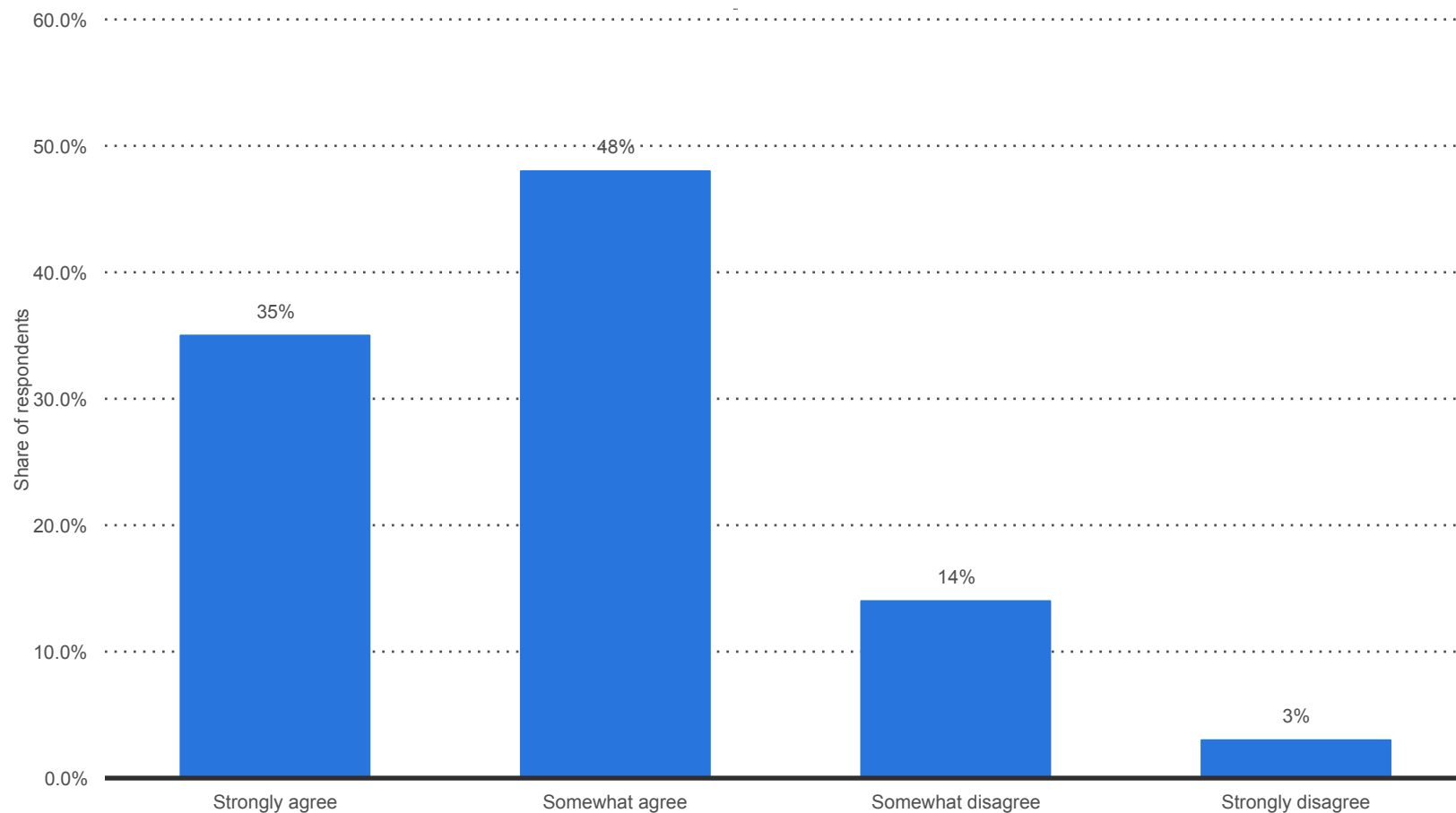
Note: Canada; May 22 to 27, 2015; 1,005

Further information regarding this statistic can be found on [page 81](#).

Source: Ipsos [ID 435621](#)

Share of consumers who make an effort to buy locally grown food in Canada 2015

Share of consumers who make an effort to buy locally grown food in Canada as of May 2015



Note: Canada; May 22 to 27, 2015; 18 years and older; 1,005

Further information regarding this statistic can be found on [page 82](#).

Source: Ipsos [ID 442102](#)

Food shopping behavior in Canada

References

Most popular food and beverage stores among consumers in Canada 2015

Most popular stores for food and beverage products among consumers in Canada as of December 2015

Source and methodology information

Notes:

n.a.

Source	BrandSpark
Conducted by	BrandSpark
Survey period	November 11 to December 18, 2014
Region	Canada
Number of respondents	7,931
Age group	18 years and older
Special characteristics	Consumers involved with household shopping
Published by	BrandSpark
Publication date	January 2015
Original source	BrandSpark Canadian Shopper Study 2015, page 56
Website URL	visit the website

Top grocery stores at which consumers regularly shop in Canada 2017

Most popular stores consumers use regularly for food and beverage shopping in Canada as of March 2017

Source and methodology information

Notes:

n.a.

Source	BrandSpark
Conducted by	BrandSpark
Survey period	January to March 2017
Region	Canada
Number of respondents	1,469
Age group	18 years and older
Special characteristics	Consumers involved in household shopping
Published by	BrandSpark
Publication date	June 2017
Original source	Brandspark Canadian Shopper Study 2017, page 32
Website URL	visit the website

Store types consumers shop at for food and beverage products in Canada 2014

Type of stores consumers shop at regularly for food and beverage products in Canada as of November 2014

Source and methodology information

Notes:

n.a.

Source	BrandSpark
Conducted by	BrandSpark
Survey period	November 11 to December 18, 2014
Region	Canada
Number of respondents	7,938
Age group	18 years and older
Special characteristics	Consumers involved in household shopping
Published by	BrandSpark
Publication date	January 2015
Original source	Brandspark Canadian Shopper Study 2015, page 98
Website URL	visit the website

Reasons for choosing a grocery store to shop at in Canada 2014

Reasons for choosing a grocery store to shop at among consumers in Canada as of September 2014

Source and methodology information

Notes:

n.a.

Source Canadian Grocer

Conducted by Canadian Grocer (Rogers Insights Custom Research)

Survey period September 2014

Region Canada

Number of respondents 4,827

Age group *n.a.*

Special characteristics *n.a.*

Published by Canadian Grocer

Publication date November 2014

Original source Canadian Grocer, December 2014/January 2015 Issue, page 48

Website URL [visit the website](#)

Reasons for choosing a specific store for grocery shopping in Canada 2017

Reasons for choosing a specific store for grocery shopping in Canada as of March 2017

Source and methodology information

Source	BrandSpark
Conducted by	BrandSpark
Survey period	January to March 2017
Region	Canada
Number of respondents	1,459
Age group	18 years and older
Special characteristics	Consumers involved in household shopping
Published by	BrandSpark
Publication date	June 2017
Original source	Brandspark Canadian Shopper Study 2017, page 33
Website URL	visit the website

Notes:

Respondents were able to select three answers.

Reasons for grocery shopping at multiple stores in Canada 2014

Reasons for grocery shopping at multiple stores among consumers in Canada as of September 2014

Source and methodology information

Source Canadian Grocer

Conducted by Canadian Grocer (Rogers Insights Custom Research)

Survey period September 2014

Region Canada

Number of respondents 2,835

Age group *n.a.*

Special characteristics *n.a.*

Published by Canadian Grocer

Publication date November 2014

Original source Canadian Grocer, December 2014/January 2015 Issue, page 48

Website URL [visit the website](#)

Notes:

n.a.

Grocery retailers with the freshest products according to consumers in Canada 2014

Grocery retailers with the freshest products according to consumers in Canada as of November 2014

Source and methodology information

Source BrandSpark; Grocery Business

Conducted by BrandSpark

Survey period November to December 2014

Region Canada

Number of respondents 60,000

Age group 18 years and older

Special characteristics Household shoppers in Canada

Published by Grocery Business

Publication date July 2015

Original source Grocery Business July/August 2015, page 23

Website URL [visit the website](#)

Notes:

The source does not specify the type of survey.

Best places for buying local food products in Canada 2015

Best places to buy local food products according to consumers in Canada as of May 2015

Source and methodology information

Source	LoyaltyOne
Conducted by	LoyaltyOne
Survey period	May 2015
Region	Canada
Number of respondents	1,646
Age group	18 years and older
Special characteristics	Consumers with a primary or shared responsibility for the grocery shopping in their household
Published by	LoyaltyOne
Publication date	May 2015
Original source	loyalty.com
Website URL	visit the website

Notes:

n.a.

Average number of grocery shopping trips per year in Canada 2014, by gender

Average number of grocery shopping trips per year in Canada in 2014, by gender

Source and methodology information

Source	Nielsen
Conducted by	Nielsen
Survey period	52 weeks ending July 26, 2014
Region	Canada
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Website (bobleonidas.com)
Publication date	November 2014
Original source	Best Bets: 2020 - Finding Growth for Canadian CPG, page 18
Website URL	visit the website

Notes:

n.a.

Type of grocery shopping trip made most recently among consumers in Canada 2016

Type of grocery shopping trip made most recently among consumers in Canada as of January 2016

Source and methodology information

Notes:

n.a.

Source BrandSpark; Grocery Business

Conducted by BrandSpark

Survey period November 2015 to January 2016

Region Canada

Number of respondents 3,657

Age group 18 years and older

Special characteristics Food and beverage shoppers

Published by BrandSpark; Grocery Business

Publication date June 2016

Original source Grocery Business May/June 2016, page 28

Website URL [visit the website](#)

Activities during most recent grocery shopping trip in Canada 2017

Activities carried out during most recent grocery shopping trip among consumers in Canada as of March 2017

Source and methodology information

Source	BrandSpark
Conducted by	BrandSpark
Survey period	January to March 2017
Region	Canada
Number of respondents	6,152
Age group	18 years and older
Special characteristics	Household shoppers
Published by	BrandSpark
Publication date	June 2017
Original source	BrandSpark Canadian Shopper Study 2017, page 11
Website URL	visit the website

Notes:

n.a.

Distribution of primary household shoppers in Canada 2014, by gender

Distribution of primary household shoppers in Canada as of June 2014, by gender

Source and methodology information

Source	Nielsen
Conducted by	Nielsen
Survey period	June 2014
Region	Canada
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Household members who do more than 50 percent of the shopping.
Published by	Website (bobleonidas.com)
Publication date	November 2014
Original source	Best Bets: 2020 - Finding Growth for Canadian CPG, page 17
Website URL	visit the website

Notes:

The source does not specify the type of survey or the number of respondents. Primary household shoppers are household members who do more than 50 percent of the shopping.

Grocery shopping planning habits in Canada 2014

Grocery shopping planning habits among consumers in Canada as of September 2014

Source and methodology information

Source Canadian Grocer

Conducted by Canadian Grocer (Rogers Insights Custom Research)

Survey period September 2014

Region Canada

Number of respondents 4,827

Age group *n.a.*

Special characteristics *n.a.*

Published by Canadian Grocer

Publication date November 2014

Original source Canadian Grocer, December 2014/January 2015 Issue, page 48

Website URL [visit the website](#)

Notes:

n.a.

Flyer usage before grocery shopping in Canada 2014

Frequency of flyer usage before grocery shopping in Canada as of October 2014

Source and methodology information

Source Totum Research; Flyer Distribution Standards Association

Conducted by Totum Research

Survey period October 16 to October 30, 2014

Region Canada

Number of respondents 2,461

Age group *n.a.*

Special characteristics *n.a.*

Published by Flyer Distribution Standards Association

Publication date May 2015

Original source FDSA Customer Engagement Study 2015, page 34

Website URL [visit the website](#)

Notes:

n.a.

Grocery store sections shopped on most recent shopping trip in Canada 2017

Grocery store sections shopped on most recent shopping trip among consumers in Canada as of March 2017

Source and methodology information

Notes:

n.a.

Source	BrandSpark
Conducted by	BrandSpark
Survey period	January to March 2017
Region	Canada
Number of respondents	6,007
Age group	18 years and older
Special characteristics	Consumers involved in household shopping
Published by	BrandSpark
Publication date	June 2017
Original source	Brandspark Canadian Shopper Study 2017, page 13
Website URL	visit the website

Annual household expenditure on food in Canada 2010-2016

Average annual household expenditure on food in Canada from 2010 to 2016 (in thousand Canadian dollars)

Source and methodology information

Source StatCan

Conducted by StatCan

Survey period 2010 to 2016

Region Canada

Number of respondents 17,590

Age group *n.a.*

Special characteristics Canadian households

Published by StatCan

Publication date December 2017

Original source statcan.gc.ca

Website URL [visit the website](#)

Notes:

Figures have been rounded.

Annual household expenditure on food purchased from stores in Canada 2010-2016

Average annual household expenditure on food purchased from stores in Canada from 2010 to 2016 (in thousand Canadian dollars)

Source and methodology information

Source StatCan

Conducted by StatCan

Survey period 2010 to 2016

Region Canada

Number of respondents 17,590

Age group *n.a.*

Special characteristics Canadian households

Published by StatCan

Publication date December 2017

Original source statcan.gc.ca

Website URL [visit the website](#)

Notes:

Figures have been rounded.

Annual household expenditure on food purchased from restaurants in Canada 2010-2016

Average annual household expenditure on food purchased from restaurants in Canada from 2010 to 2016 (in thousand Canadian dollars)

Source and methodology information

Source StatCan

Conducted by StatCan

Survey period 2010 to 2016

Region Canada

Number of respondents 17,590

Age group *n.a.*

Special characteristics Canadian households

Published by StatCan

Publication date December 2017

Original source statcan.gc.ca

Website URL [visit the website](#)

Notes:

Figures have been rounded.

Average grocery basket size of consumers in Canada 2014, by location type

Average grocery basket size of consumers in Canada in 2014, by location type (in Canadian dollars)

Source and methodology information

Source	Nielsen
Conducted by	Nielsen
Survey period	52 weeks ending September 20, 2014
Region	Canada
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Website (bobleonidas.com)
Publication date	November 2014
Original source	Best Bets: 2020 - Finding Growth for Canadian CPG, page 14
Website URL	visit the website

Notes:

n.a.

Average grocery basket size per shopping trip in Canada 2014, by gender

Average grocery basket size per shopping trip in Canada in 2014, by gender (in Canadian dollars)*

Source and methodology information

Notes:

n.a.

Source	Nielsen
Conducted by	Nielsen
Survey period	52 weeks ending July 26, 2014
Region	Canada
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Website (bobleonidas.com)
Publication date	November 2014
Original source	Best Bets: 2020 - Finding Growth for Canadian CPG, page 18
Website URL	visit the website

Change in spending on in-home food in the past year in Canada 2015

Change in spending on in-home food in the past year among consumers in Canada as of June 2015

Source and methodology information

Source Canadian Grocer; Mintel

Conducted by Mintel

Survey period as of June 2015

Region Canada

Number of respondents 2,000

Age group *n.a.*

Special characteristics *n.a.*

Published by Canadian Grocer

Publication date June 2015

Original source canadiangrocer.com

Website URL [visit the website](#)

Notes:

The source does not specify the type or date of survey. The date given is the publication date.

Household affordability of food prices in Canada 2016

How difficult Canadians found it to feed their household on their food budget as of February 2016

Source and methodology information

Source Angus Reid Institute

Conducted by Angus Reid Institute

Survey period February 22 to 25, 2016

Region Canada

Number of respondents 1,515

Age group 18 years and older

Special characteristics *n.a.*

Published by Angus Reid Institute

Publication date April 2016

Original source angusreid.org

Website URL [visit the website](#)

Notes:

This question was phrased by the source as follows: "Thinking about grocery shopping and your household's food budget, how easy or difficult would you say it is to afford to feed your household?" Information on the methodology can be found here .

Shopping changes made in response to food prices in Canada 2016

Shopping changes made by households in response to rising food prices in Canada as of February 2016

Source and methodology information

Source Angus Reid Institute

Conducted by Angus Reid Institute

Survey period February 22 to 25, 2016

Region Canada

Number of respondents 1,515

Age group 18 years and older

Special characteristics *n.a.*

Published by Angus Reid Institute

Publication date April 2016

Original source angusreid.org

Website URL [visit the website](#)

Notes:

This question was phrased by the source as follows: "Over the past year, has your household done any of the following because of the price of food?" Multiple answers were possible. Information on the methodology can be found here .

Entertainment changes made in response to food prices in Canada 2016

Entertainment changes made by households in response to rising food prices in Canada as of February 2016

Source and methodology information

Source Angus Reid Institute

Conducted by Angus Reid Institute

Survey period February 22 to 25, 2016

Region Canada

Number of respondents 1,515

Age group 18 years and older

Special characteristics *n.a.*

Published by Angus Reid Institute

Publication date April 2016

Original source angusreid.org

Website URL [visit the website](#)

Notes:

* Major purchases include furniture, appliances and other items of value. This question was phrased by the source as follows: "Over the past year, has your household done any of the following because of the price of food?" Multiple answers were possible. Information on the methodology can be found here .

Food product shopping habits in Canada 2017

Food product shopping habits among consumers in Canada as of March 2017*

Source and methodology information

Source BrandSpark

Conducted by BrandSpark

Survey period January to March 2017

Region Canada

Number of respondents 40,000+

Age group 18 years and older

Special characteristics Consumers involved in household shopping

Published by BrandSpark

Publication date June 2017

Original source Brandspark Canadian Shopper Study 2017, page 55

Website URL [visit the website](#)

Notes:

* The statistic shows the share of respondents who answered "completely agree" and "agree."

Reasons for buying new food products in Canada 2014

Reasons for buying new food products among consumers in Canada as of December 2014*

Source and methodology information

Source	BrandSpark
Conducted by	BrandSpark
Survey period	November 11 to December 18, 2014
Region	Canada
Number of respondents	23,573
Age group	18 years and older
Special characteristics	Consumers involved in household shopping
Published by	BrandSpark
Publication date	January 2015
Original source	Brandspark Canadian Shopper Study 2015, page 99
Website URL	visit the website

Notes:

* The statistic shows the share of respondents who answered "extremely important" and "very important."

Brand vs. price preferences among Canadian consumers 2014-2015

Brand vs. price preference among consumers in Canada in 2014 and 2015

Source and methodology information

Source XTC; BrandSpark

Conducted by BrandSpark

Survey period November to December 2014

Region Canada

Number of respondents 5,596

Age group 18 years and older

Special characteristics Consumers who are involved in household shopping

Published by Website (sialcanada.com)

Publication date April 2015

Original source Portrait of Food Innovation and Consumer Trends 2015, page 11

Website URL [visit the website](#)

Notes:

The source does not specify the type of survey.

Preferred online options for grocery shopping in Canada 2014

Preferred online options for grocery shopping in Canada as of March 2014

Source and methodology information

Source Retail Council of Canada; Nielsen

Conducted by Nielsen

Survey period 52 weeks to March 29, 2014

Region Canada

Number of respondents *n.a.*

Age group *n.a.*

Special characteristics *n.a.*

Published by Website (sialcanada.com)

Publication date April 2015

Original source A Perspective on the Canadian Grocery Industry, page 26

Website URL [visit the website](#)

Notes:

The source does not specify the number of respondents or the type of survey.

Consumers who think it is important to know where their food comes from Canada 2015

Share of consumers who think it is important to know where their food comes from in Canada as of May 2015

Source and methodology information

Source	Ipsos
Conducted by	Ipsos
Survey period	May 22 to 27, 2015
Region	Canada
Number of respondents	1,005
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Ipsos
Publication date	June 2015
Original source	ipsos-na.com
Website URL	visit the website

Notes:

n.a.

Share of consumers who trust food that comes from abroad in Canada 2015

Share of consumers who trust food that comes from abroad in Canada as of May 2015

Source and methodology information

Source	Ipsos
Conducted by	Ipsos
Survey period	May 22 to 27, 2015
Region	Canada
Number of respondents	1,005
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Ipsos
Publication date	June 2015
Original source	ipsos-na.com
Website URL	visit the website

Notes:

n.a.

Categories in which consumers purchase organic products regularly in Canada 2017

Categories in which consumers purchase organic products regularly in Canada as of March 2017

Source and methodology information

Source	BrandSpark
Conducted by	BrandSpark
Survey period	January to March 2017
Region	Canada
Number of respondents	20,000+
Age group	18 years and older
Special characteristics	Consumers buying organics regularly
Published by	BrandSpark
Publication date	June 2017
Original source	Brandspark Canadian Shopper Study 2017, page 62
Website URL	visit the website

Notes:

n.a.

Attitudes towards organic products in Canada 2017

Attitudes towards organic products among consumers in Canada as of March 2017*

Source and methodology information

Source	BrandSpark
Conducted by	BrandSpark
Survey period	January to March 2017
Region	Canada
Number of respondents	1,355
Age group	18 years and older
Special characteristics	Consumers involved in household shopping
Published by	BrandSpark
Publication date	June 2017
Original source	Brandspark Canadian Shopper Study 2017, page 40
Website URL	visit the website

Notes:

* The statistic shows the share of respondents who answered "completely agree" and "agree."

Leading food categories to buy locally sourced in Canada 2015

Most important food and beverage categories to buy locally sourced among consumers in Canada as of May 2015

Source and methodology information

Source LoyaltyOne

Conducted by LoyaltyOne

Survey period May 2015

Region Canada

Number of respondents 1,646

Age group 18 years and older

Special characteristics Consumer with a primary or shared responsibility for the grocery shopping in their household

Published by LoyaltyOne

Publication date May 2015

Original source loyalty.com

Website URL [visit the website](#)

Notes:

* The data reflects the share of respondents who answered "very important" to "somewhat important"

Frequency of buying locally grown produce among consumers in Canada 2015

Frequency of buying locally grown produce in the last six months among consumers in Canada as of May 2015

Source and methodology information

Source	Ipsos
Conducted by	Ipsos
Survey period	May 22 to 27, 2015
Region	Canada
Number of respondents	1,005
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Ipsos
Publication date	June 2015
Original source	ipsos-na.com
Website URL	visit the website

Notes:

n.a.

Consumers willing to pay more for locally grown food in Canada 2014

Share of consumers who are willing to pay more for locally grown and produced food in Canada as of June 2015

Source and methodology information

Source	Ipsos
Conducted by	Ipsos
Survey period	May 22 to 27, 2015
Region	Canada
Number of respondents	1,005
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Ipsos
Publication date	June 2015
Original source	ipsos-na.com
Website URL	visit the website

Notes:

n.a.

Share of consumers who make an effort to buy locally grown food in Canada 2015

Share of consumers who make an effort to buy locally grown food in Canada as of May 2015

Source and methodology information

Source	Ipsos
Conducted by	Ipsos
Survey period	May 22 to 27, 2015
Region	Canada
Number of respondents	1,005
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Ipsos
Publication date	June 2015
Original source	ipsos-na.com
Website URL	visit the website

Notes:

n.a.