

20,593 Canadian household shoppers participated in the 2017 BrandSpark Canadian Shopper Study, sharing their shopping habits and attitudes. The study helps brand marketers, manufacturers, and agencies generate and support effective strategies for driving growth in the Canadian market and inspire meaningful innovation. Understand what Canadians want in their everyday products and how they shop for them.



CANADIAN SHOPPER PROFILING

- Explore key differences between demographic subgroups with extensive data access
- Profile by region, generation, income level, household size and structure, and much more



HEALTH AND NUTRITION

- Attitudes towards healthy products
- Important healthy product attributes
- Sources of nutritional information
- Top health concerns



SHOPPING HABITS

- Household Shopping Attitudes
- Pre-shop and in-store shopping habits
- Preferred stores by shopper segment and category
- Drivers of retailer preference by trip type and shopper segment
- Online shopping habits and interest for consumer products
- Print and digital flyer and coupon use
- Attitudes to brand name vs. private label products



FOOD AND BEVERAGE

- Attitudes towards food and beverage products
- Cooking habits
- Important ingredients and nutrients
- Organic products



BEAUTY AND PERSONAL CARE

- Attitudes towards beauty and personal care products
- Valued sources of recommendation
- Beneficial and avoided ingredients in personal care products



MEDIA HABITS

- Media consumption by channel
- Reach of advertising by channel
- Smartphone habits and shopping use
- Social media membership and attitudes



HOUSEHOLD CARE

- Attitudes towards household care products
- Ingredients avoided in household care products

TO ACCESS THESE INSIGHTS, CONTACT:

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The BrandSpark Canadian Shopper Study is Canada's most comprehensive source of insights about Canadians' shopping habits for everyday food and beverage, health and beauty, household and kids products that Canadians regularly purchase. Now in its 14th year, the study surveys Canadians about their everyday purchasing decisions and their attitudes towards such topics as food and nutrition, health, media habits, the economy, the environment, and new technology. More than 20,593 Canadian shoppers participated in the 2017 study. Data was collected online February 2 through to March 31, 2017.

BrandSpark Canadian Shopper Study Report

Full Report \$5,000

Empower your organization with insights from Canada's most comprehensive study of household shopping and everyday products.

You will get:

200+ page report indexed for easy topic searching and data tables of full study segmented by demographics and region.

New This Year:

Analysis conducted on 6,000 shoppers based on their last grocery shopping occasion.

Gain deeper insights into specific shopping trips, segmented by all major retail banners in Canada.

Understand trip motivators, basket size and much more about trip dynamics.

Custom Segment Analysis and Report

\$5,000*

Have the comprehensive study profiled on the demographic or shopper segments most important to your brand! Receive a complete report ready to leverage within your organization.

Potential segment profiles include:

- Shoppers in your category
- Demographic cohorts (ex. Millennials) or Lifestage targets (ex. Millennials Moms, Young Families)
- Attitudinal segments (ex. Foodies, Beauty Conscious)
- Custom segments built on the extensive attitudes and behaviour profiling in the study