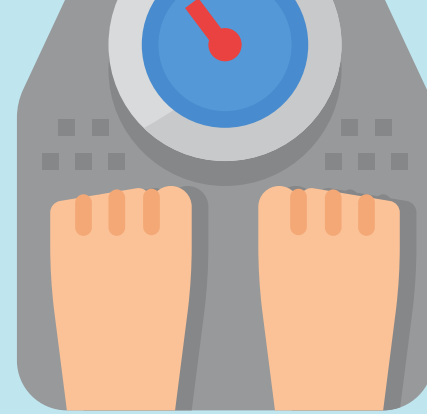


Pandemic Weight Gains & Losses Across Canada



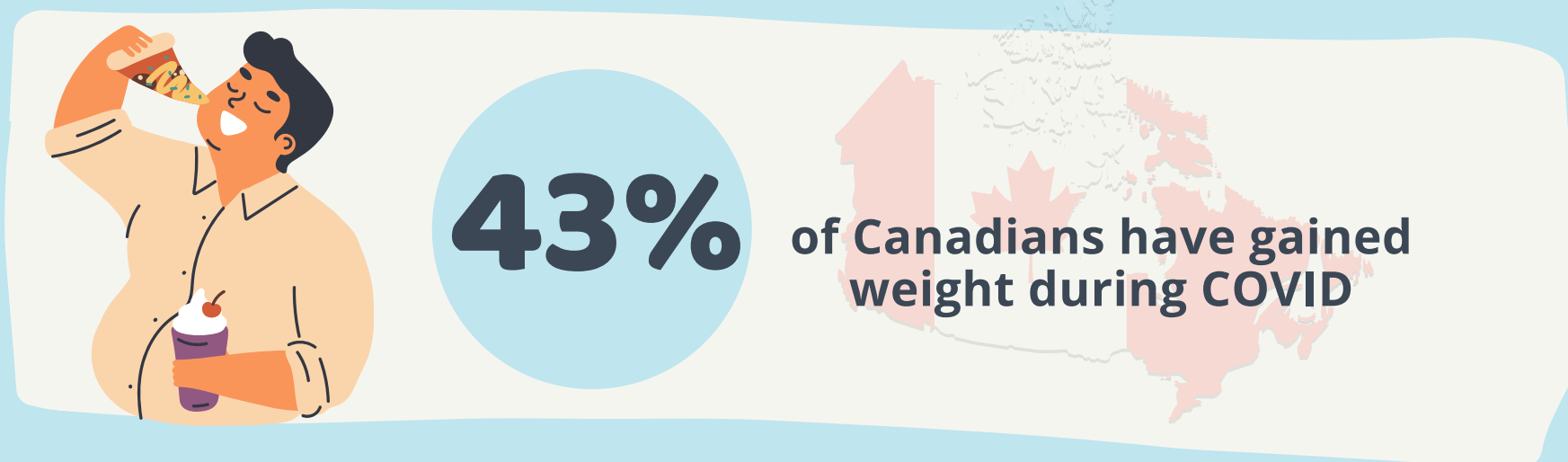
Insight Alert!

in partnership with **maru/BLUE**

There's an opportunity for companies to support Canadians with:

- Meaningful understanding of the attitudes and behaviours which impact weight management
- Sustaining newfound wellness, particularly among the 18-34 year olds who are now living a healthier lifestyle because of COVID experiences
- Transitioning back safely to pre-COVID dining and shopping behaviours

Canadians of all ages, gender, and provinces are equally likely to have gained weight since the pandemic began.

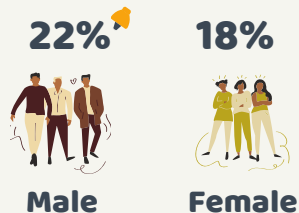


But 1 in 5 Canadians have actually lost weight during COVID, with men, 18-34 year olds, and residents of Saskatchewan and Ontario in the lead.

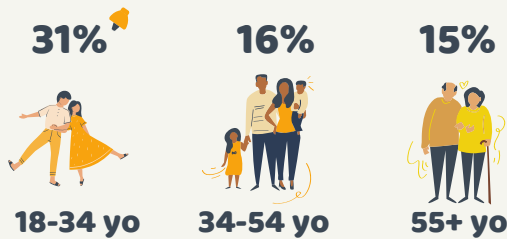
20%

Lost weight during COVID

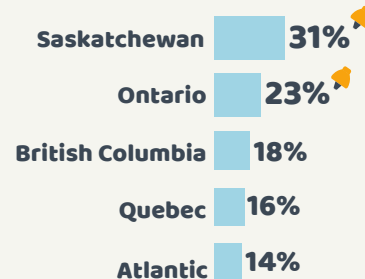
Differences by Gender



Differences by Age



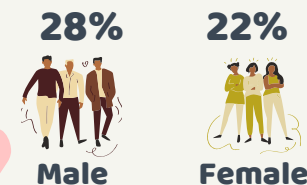
Differences by Region



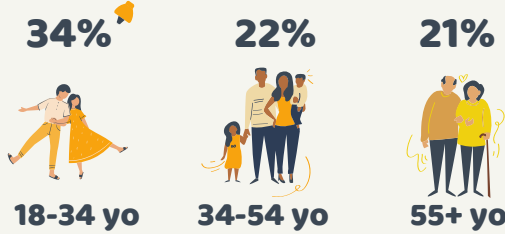
Lead a healthier lifestyle now compared to pre-COVID

25%

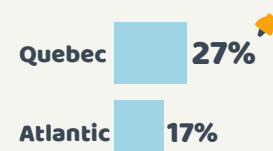
Differences by Gender



Differences by Age



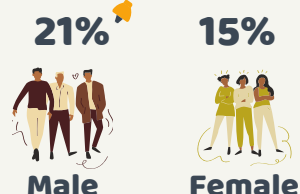
Differences by Region



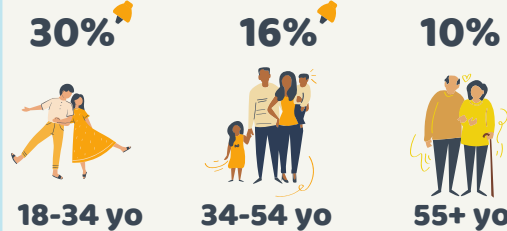
Already started to go back to my pre-COVID habits for eating out

18%

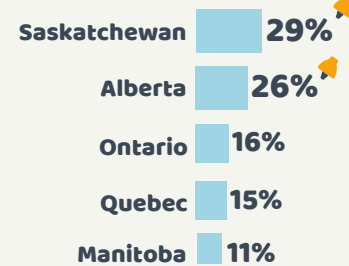
Differences by Gender



Differences by Age



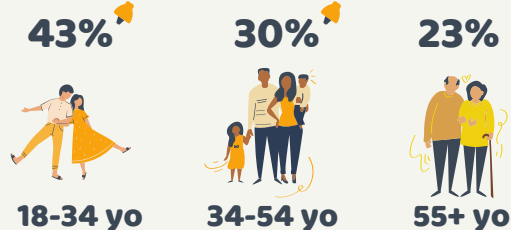
Differences by Region



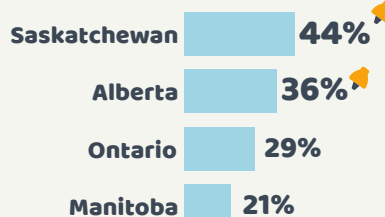
31%

Already started to go back to my pre-COVID habits for grocery shopping

Differences by Age



Differences by Region



indicates significantly higher vs. other groups shown which do not have the spotlight symbol