

HOW IS INFLATION AFFECTING EVERYDAY SPENDING?

(April 2022)

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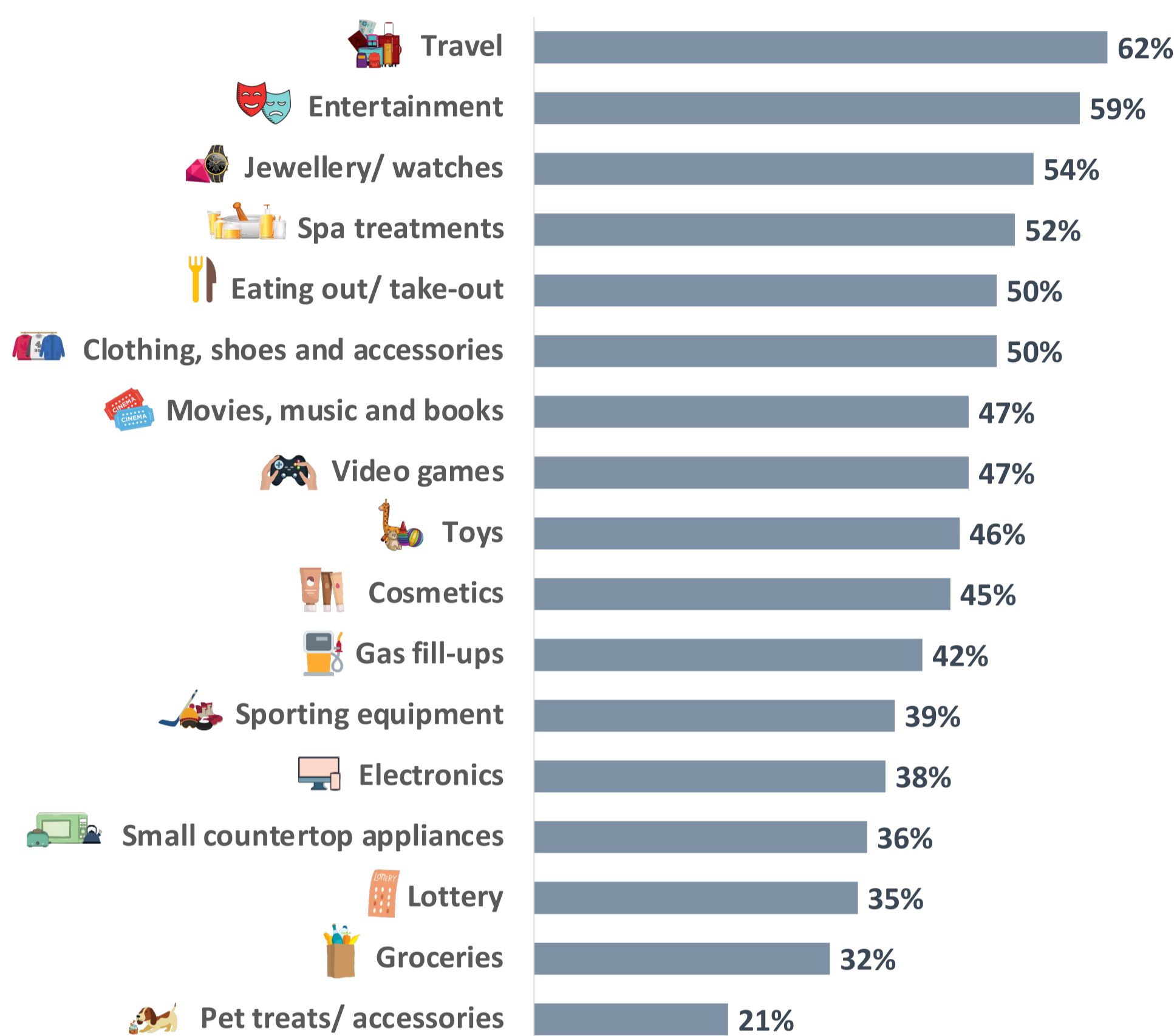
Insight Alert!

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Canadians have cut back across a wide range of expenses. Lottery, groceries, and pet treats are relatively less impacted, though still sizeable.

One-third of Canadians have cut back on groceries with shrinkflation having a compound effect (higher cost for less).

% OF CANADIANS WHO HAVE CUT SPENDING BY CATEGORY BECAUSE OF INFLATION (Among those who buy/engage in the category)



GROCERY CATEGORIES WITH THE HIGHEST PERCEPTION OF 'SHRINKFLATION': WHEN PRODUCTS ARE REDUCED IN SIZE OR QUALITY BUT STAY THE SAME IN PRICE

(% of Canadians who Perceive shrinkflation is impacting the category)

