

INFLATION SERIES PART II: HOW ARE CANADIANS CUTTING BACK ON GROCERIES?

(APRIL 2022)



Insight Alert!

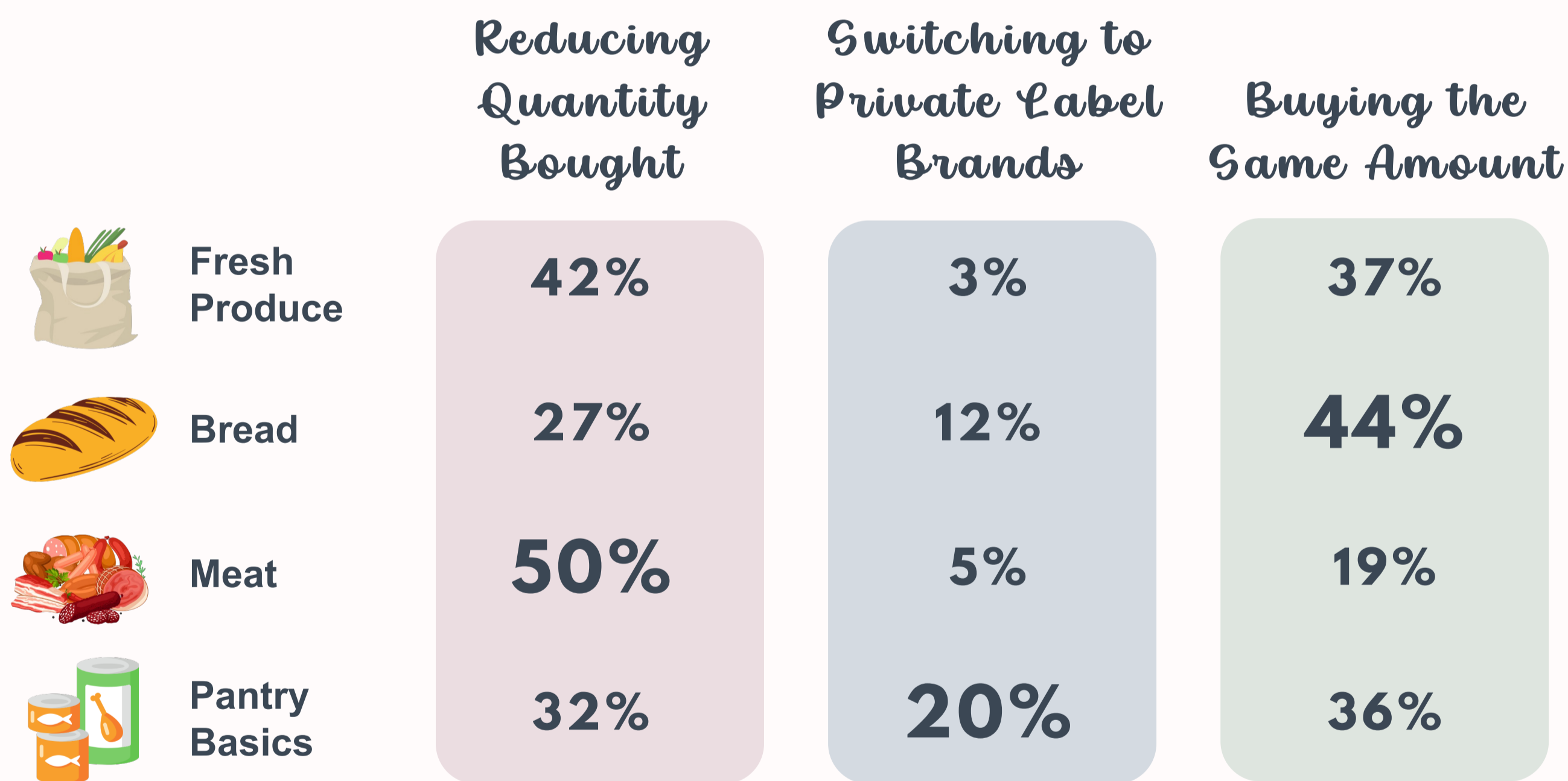
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CANADIANS ARE USING VERY DIFFERENT BUDGETING TACTICS BY GROCERY CATEGORY TO FIGHT INFLATION.

- Switching to private label is more popular for pantry basics than other categories
- Meat buyers are most likely to reduce how much they buy (and even more so among those 35+ years old and those with higher incomes)
- Bread buyers are the least likely to cut back in any way

COST CUTTING TACTIC BY GROCERY CATEGORIES

Among Category Buyers
(Respondents could select more than one cost cutting tactic by category)



THE PERCENTAGE OF CANADIANS REDUCING THE QUANTITY BOUGHT OF MEAT DIFFERS BY AGE AND INCOME



Meat

% REDUCING QUANTITY BOUGHT



More 35+ year olds (57%) vs. those 18-34 (32%)



More higher income households earning over \$100K (59%) vs. those earning less than \$100K (50%)