

INFLATION SERIES PART III: SHOPPER BEHAVIOUR CHANGES ACROSS CATEGORIES

(JUNE 2022)



Insight Alert!

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INFLATION IS CAUSING MANY CANADIANS TO BUY ONLY WHEN PRODUCTS ARE ON SALE, WITH SOME EXCEPTIONS.

- **Meat, coffee, household paper products, and alcoholic beverages** are the categories where buyers are most likely to stock up on when products are on sale
- **Household paper products** is the category where buyers are the most likely to upsize
- **Confectionary and energy drink** buyers are more likely than others to also switch to discount stores

SHOPPER TACTICS BY GROCERY CATEGORIES

Among Category Buyers

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

