

# INFLATION SERIES PART IV: WHERE CANADIANS ARE CUTTING SPEND (June vs. March 2022)

(June 2022)



Insight Alert!

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With inflation in June 2022 rising to 8.1% (the highest level since January of 1983), and up from 6.7% in March 2022, what changes have we seen in consumer spending cuts over the last 3 months?

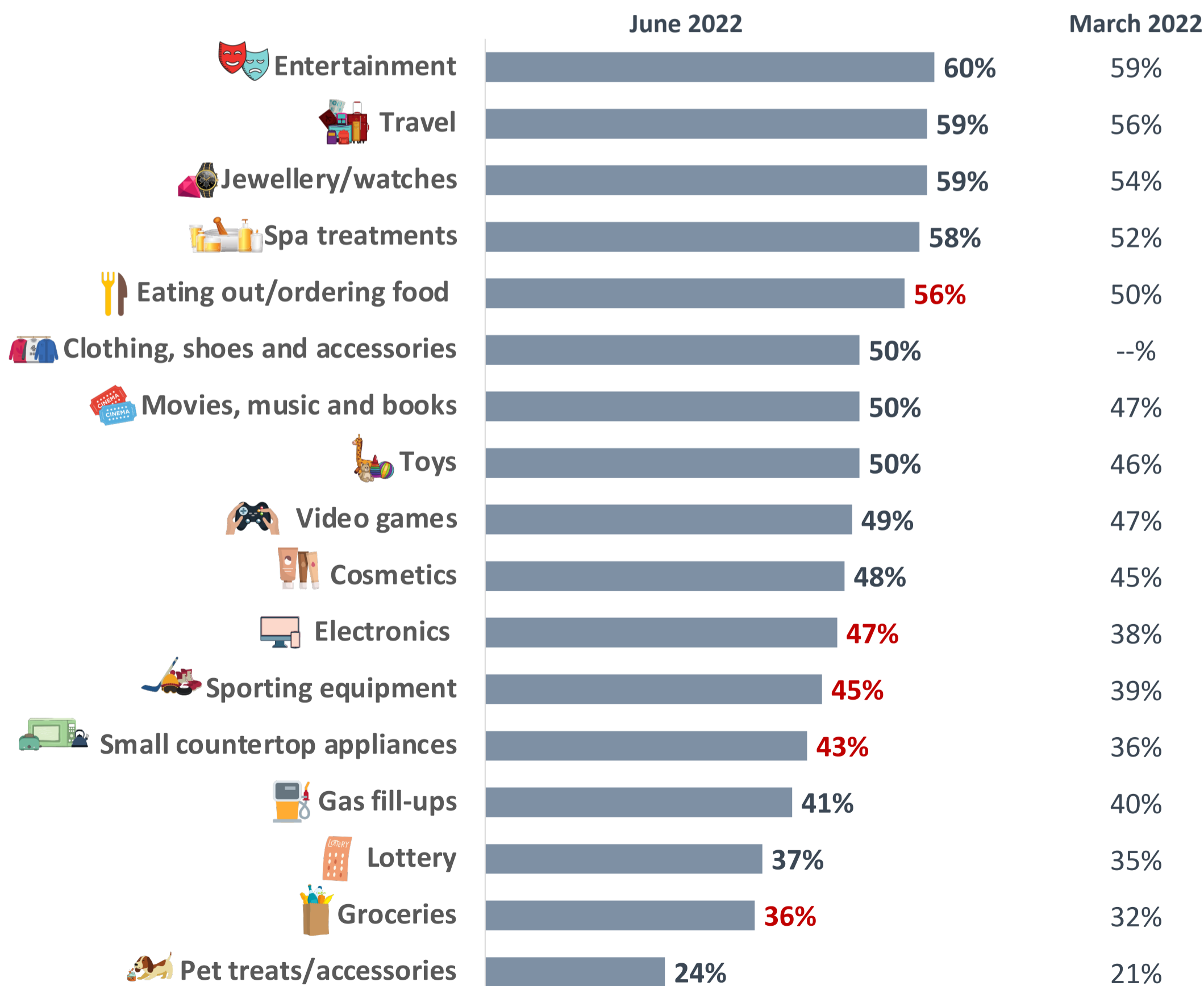
Categories where Canadians have cut back even further in June compared to March 2022 include:

- Electronics
- Small countertop appliances
- Eating out/ordering food
- Sporting equipment
- Groceries

For these industries, staying top of mind with consumers with messaging of support and understanding, and passing along any savings where possible, will be important to help offset any further declines.

## % OF CANADIANS WHO HAVE CUT SPENDING BY CATEGORY BECAUSE OF INFLATION: JUNE VS. MARCH 2022

(Among those who buy/engage in the category)



The numbers in red indicate a significant increase in the % of Canadians cutting back on spending in June 2022 compared to March 2022