



# Value Shopping in Canada: Trends Shaping Consumer Habits in 2025

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Amplify the Voice of Your Consumer



# Who We Are



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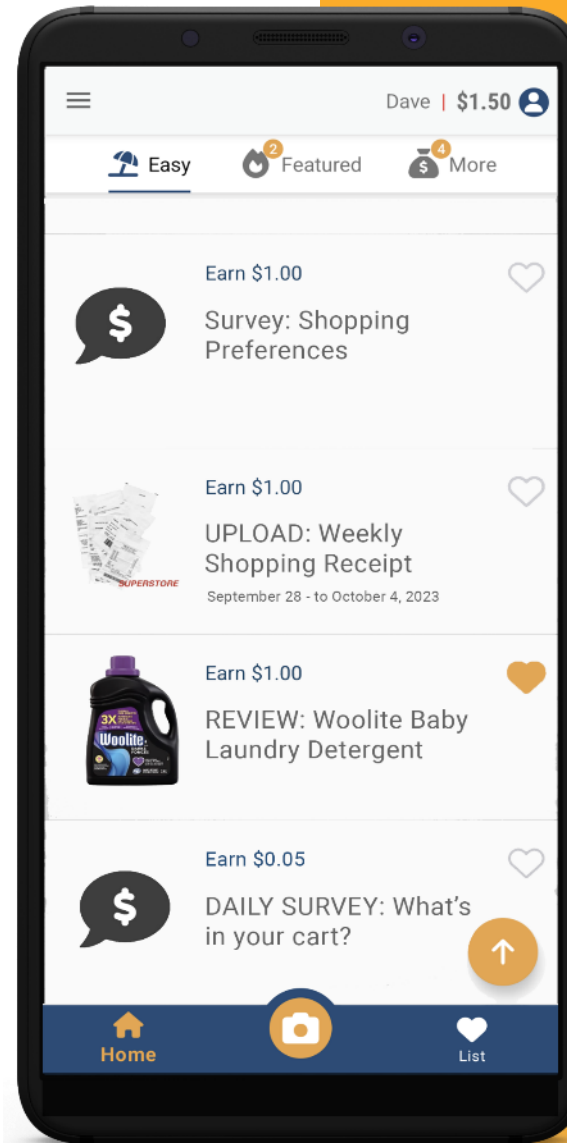


**Jared Kligerman**  
VP Brand Partnerships



# AskCaddle®

Caddle® is the largest daily and monthly active panel in the Canadian market. Our mobile-first insights platform rewards Canadians for sharing data and engaging with brands.



# Large & Diverse Canadian Panel

## Panel Details



Large and diverse daily active panel in Canada: 10,000+



Every type of shopper



Canadian representative samples



Holistic understanding across path to purchase



Engaged users rewarded for actions



Dynamic, on-demand reporting dashboard

Macro and niche data verticals including:

- New Moms
- Costco Shopper
- Amazon Prime Members
- Cannabis Consumers
- Health Professional
- Luxury Shoppers
- Shopper Dad
- Repeat Purchasers
- Vegan Buyers
- Pop Consumers
- Environmentalists

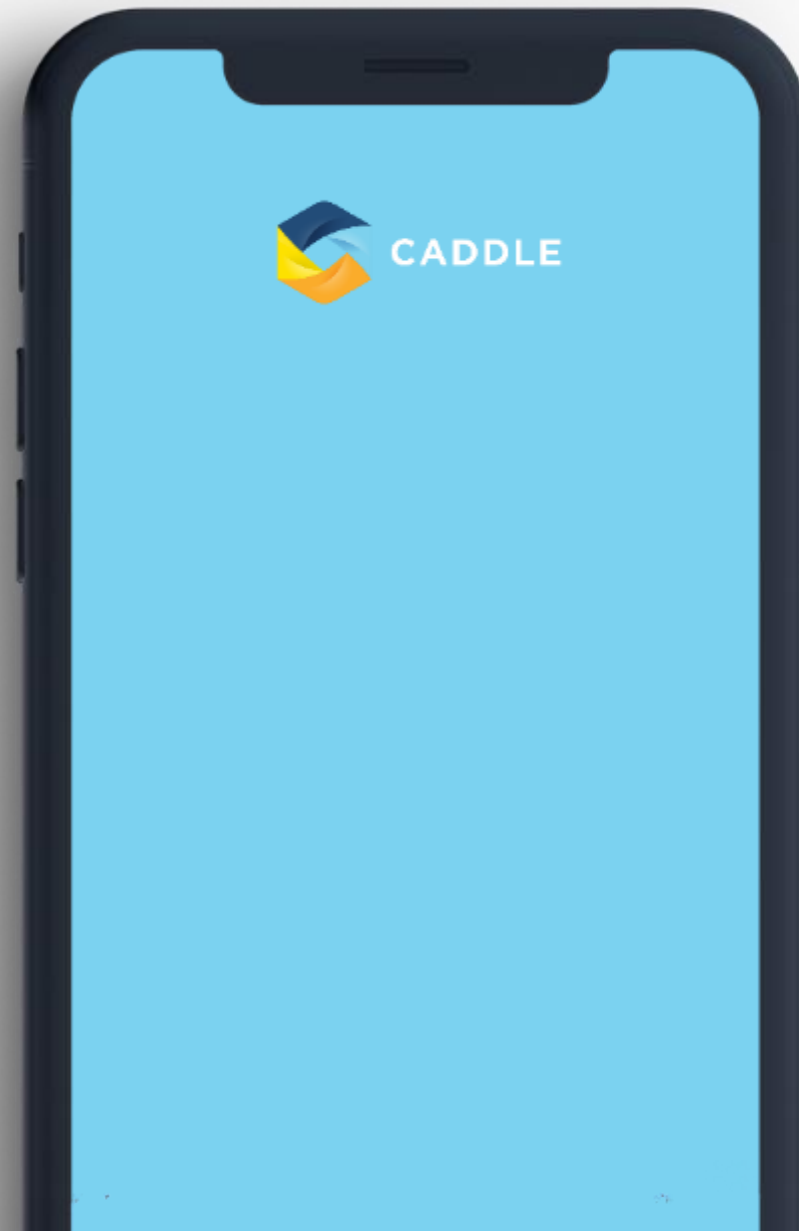
# Methodology

A representative survey of Canadians was conducted February 11- 12, 2025.

Custom online study conducted with 3,011 Canadian shoppers.

Data were weighted by age, gender and province

All data presented are owned by Caddle.





# Navigating the New Era of Value Shopping

In an environment of rising costs and changing priorities, “value” has become the focal point for Canadian grocery shoppers. This webinar examines how consumers define value, the drivers behind price sensitivity and deal-hunting, and the emerging trends set to shape grocery retail in 2025.

Our goal is to equip you with data-backed insights from Caddle’s latest survey so you can make informed decisions and adapt your strategies to meet evolving consumer needs. Let’s get started....

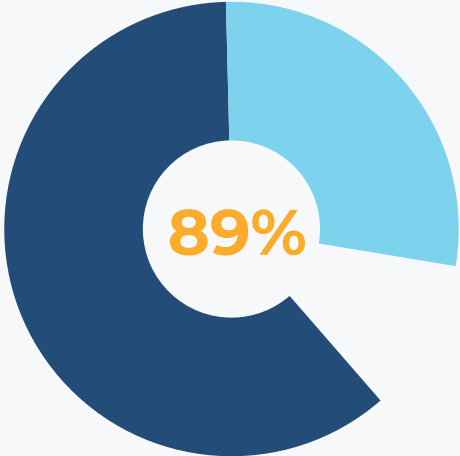
# Defining Value: What Does 'Value' Mean to Today's Shopper?



# Mounting Costs Spur Canadians to Hunt for Deals, Putting Price Above All

## Nine in ten

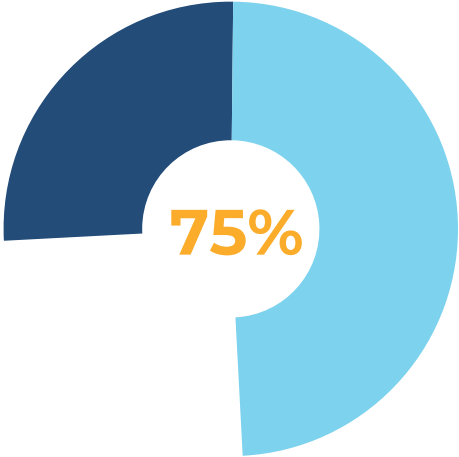
Look for discounts or deals when shopping for groceries



**61% Always**  
**28% Often**

## Three quarters

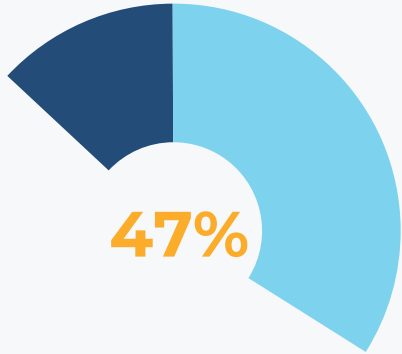
Choose which grocery item to buy solely on price



**26% Always**  
**49% Often**

## Almost half

Prioritize store brands over national brands for better value



**13% Always**  
**34% Often**  
**(+ 42% sometimes)**

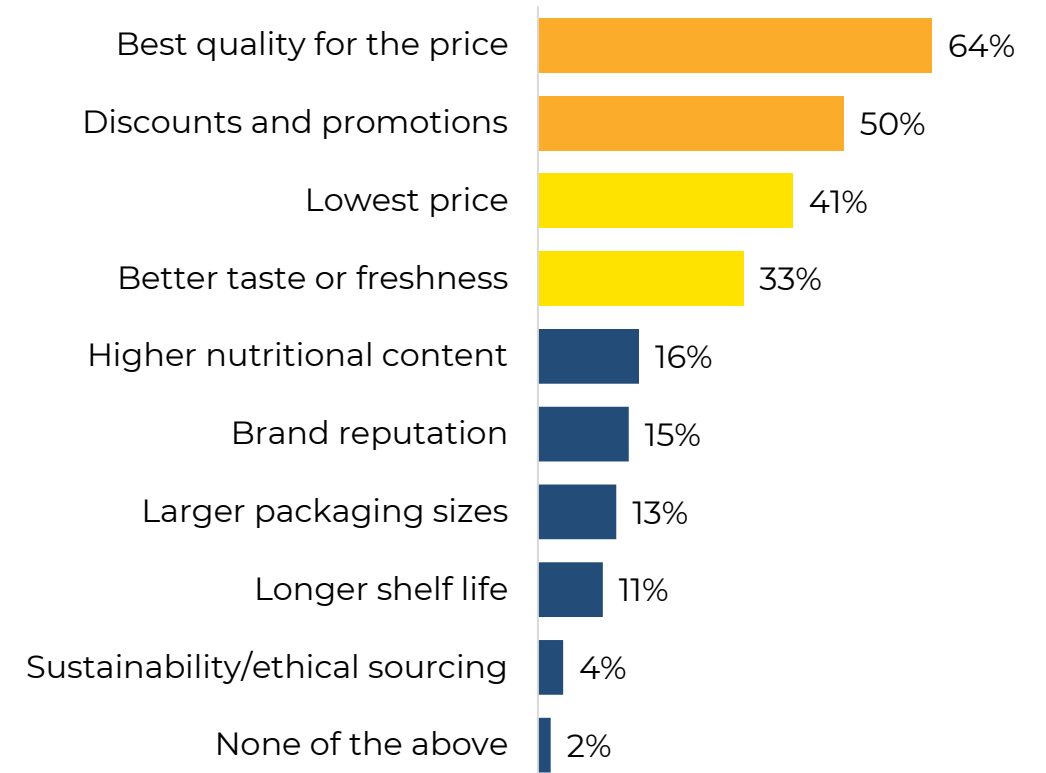


# Cost Leads, But Local Quality Matters as Economic Pressures Mount

## What influences **PERCEPTION OF VALUE** most when shopping for groceries?

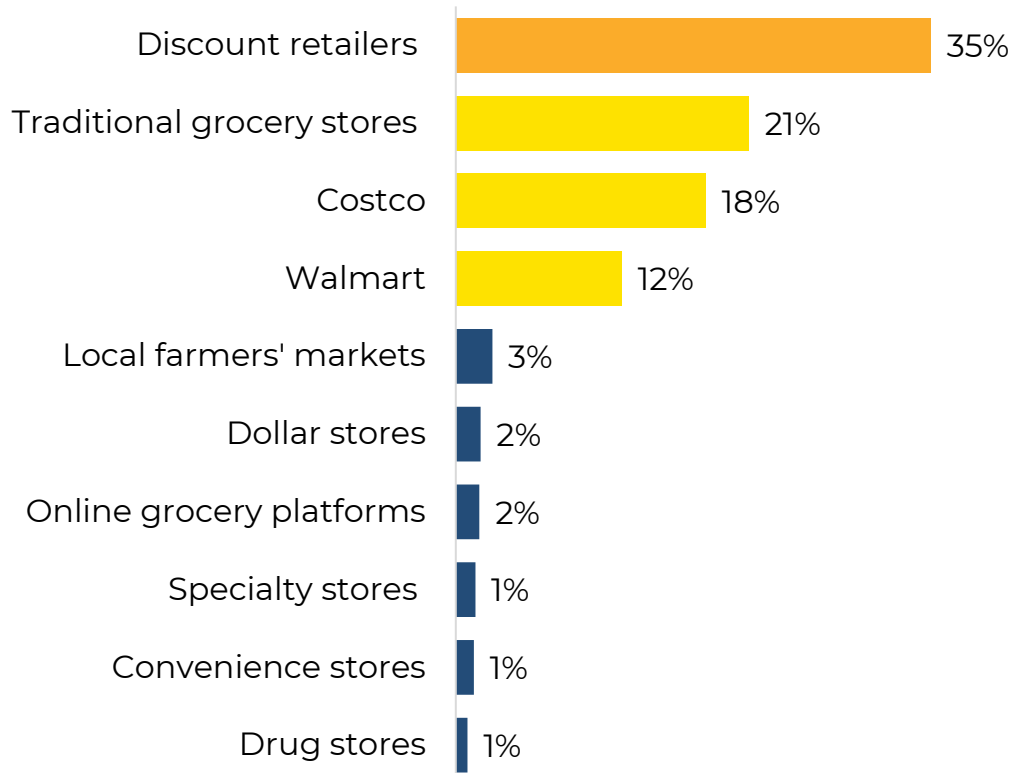


## When you **THINK OF VALUE** while shopping for groceries, what is most important? (TOP 3)

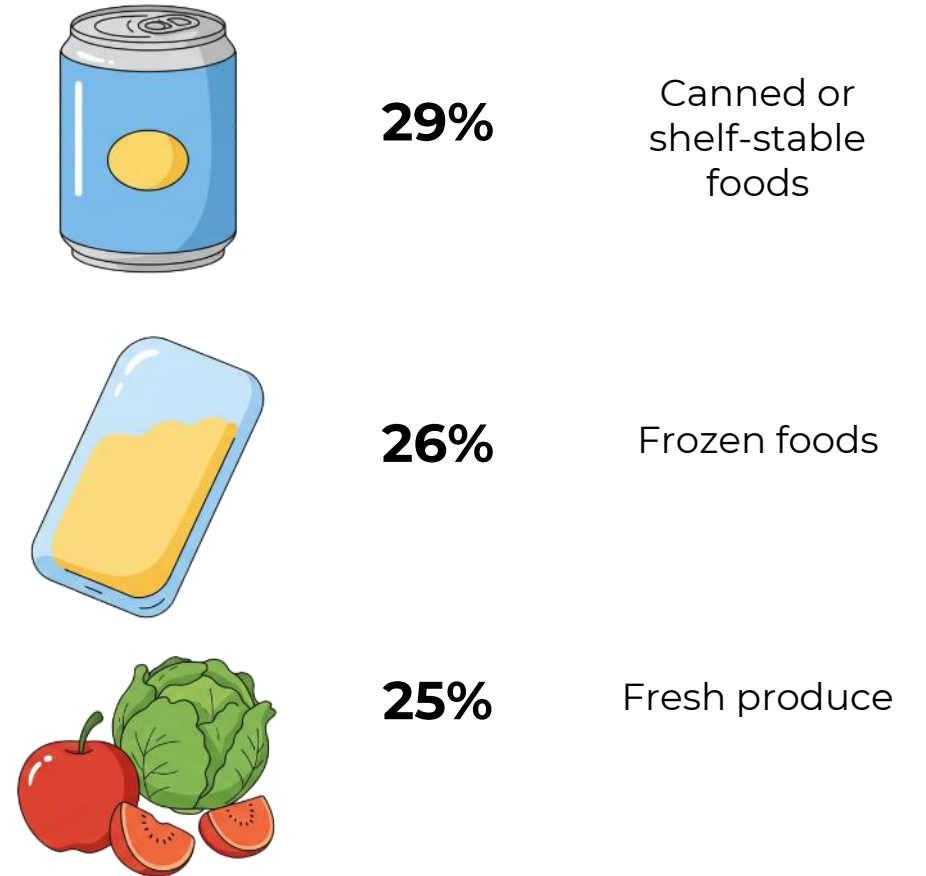


# Discount Retailers Dominate in a Price-Sensitive Canadian Market

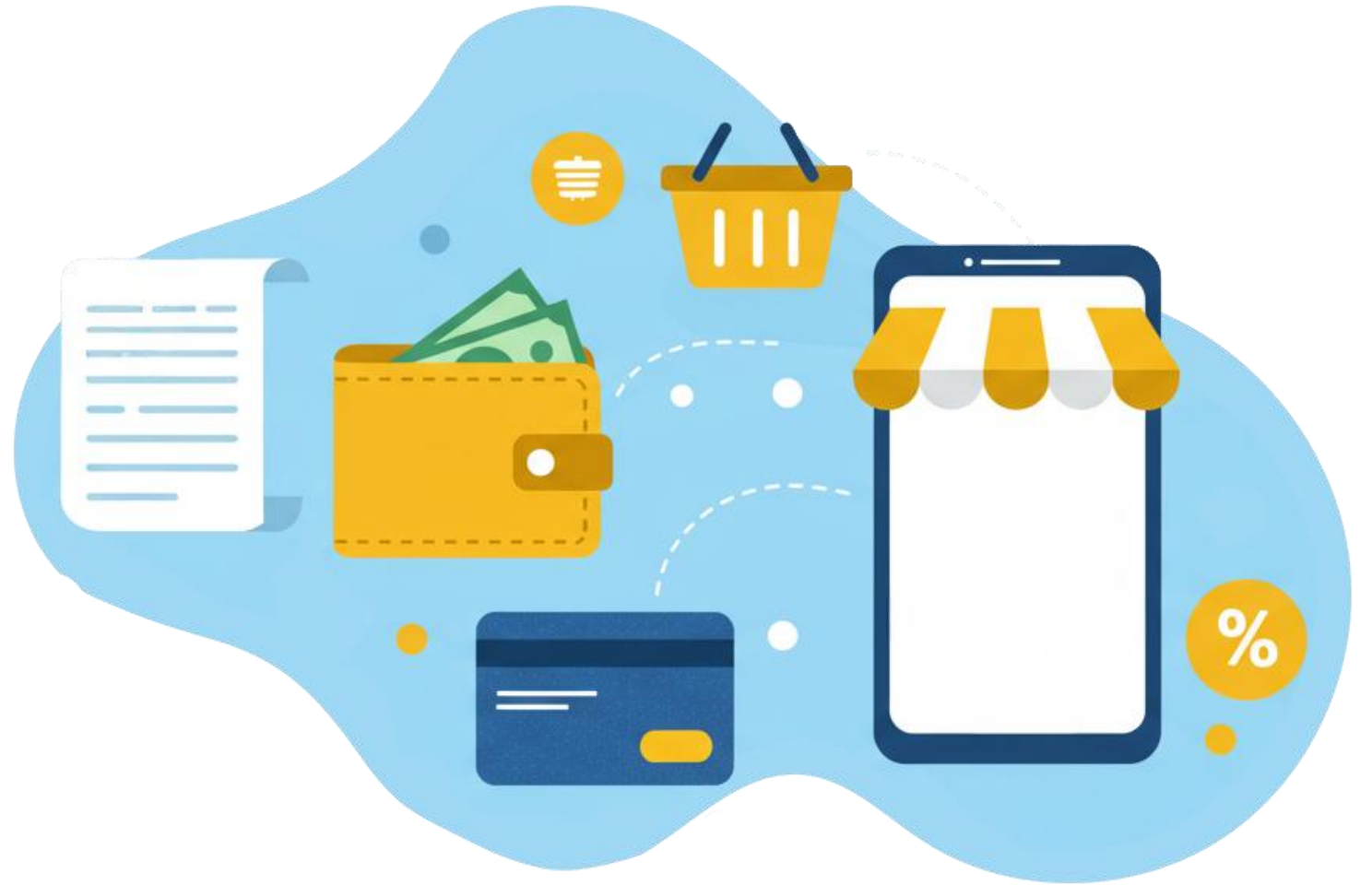
## Where do you typically find the BEST VALUE when shopping for groceries?



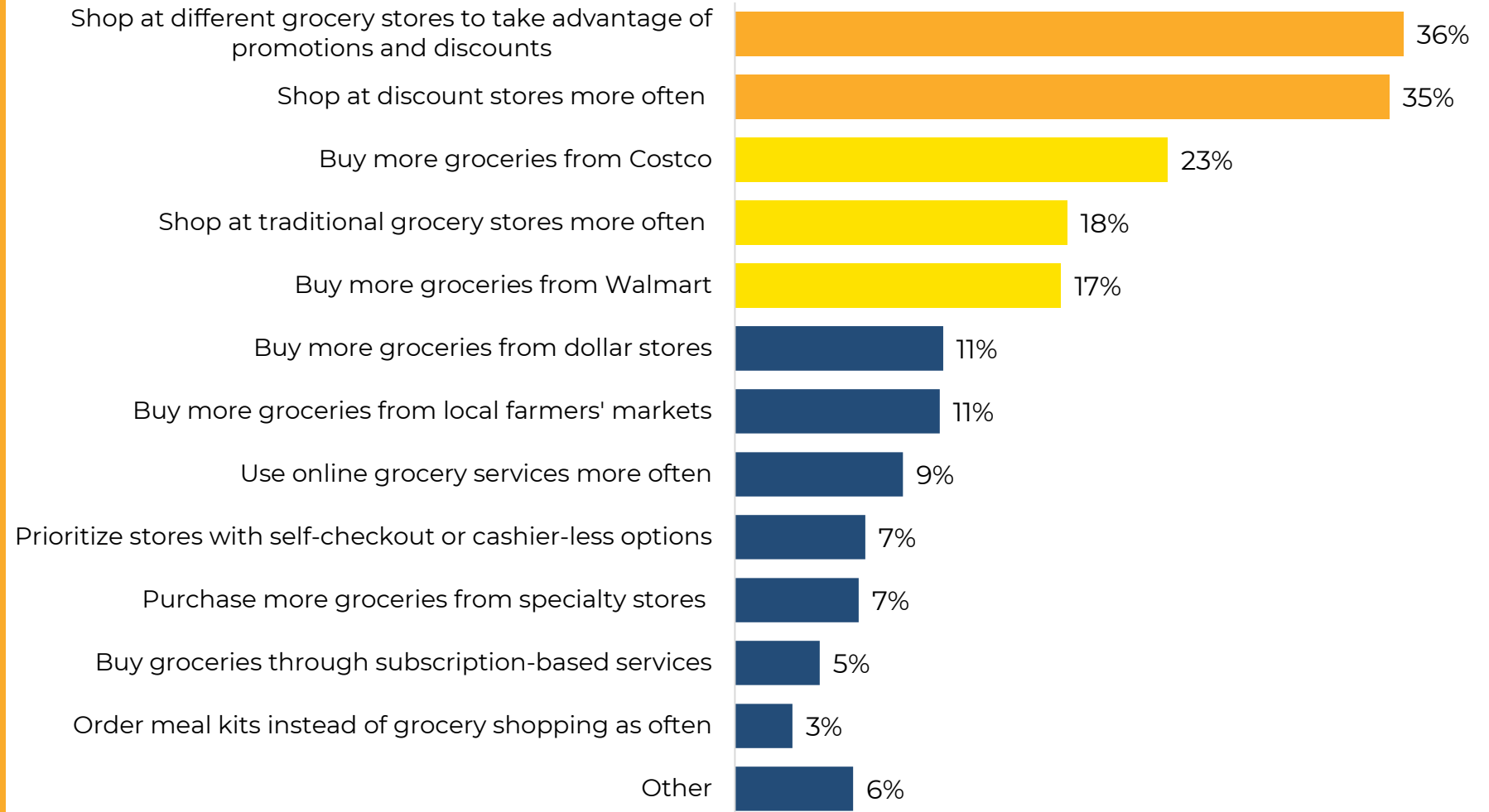
## Types of food products mostly associated with VALUE:



# Grocery Shopping Behaviours

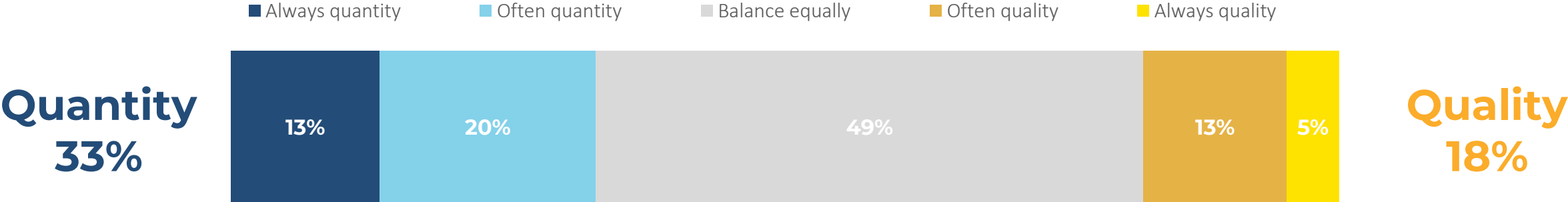


# Economic pressures are reshaping shopping habits: 24% have switched grocery stores, while 54% prioritize bulk buying to save



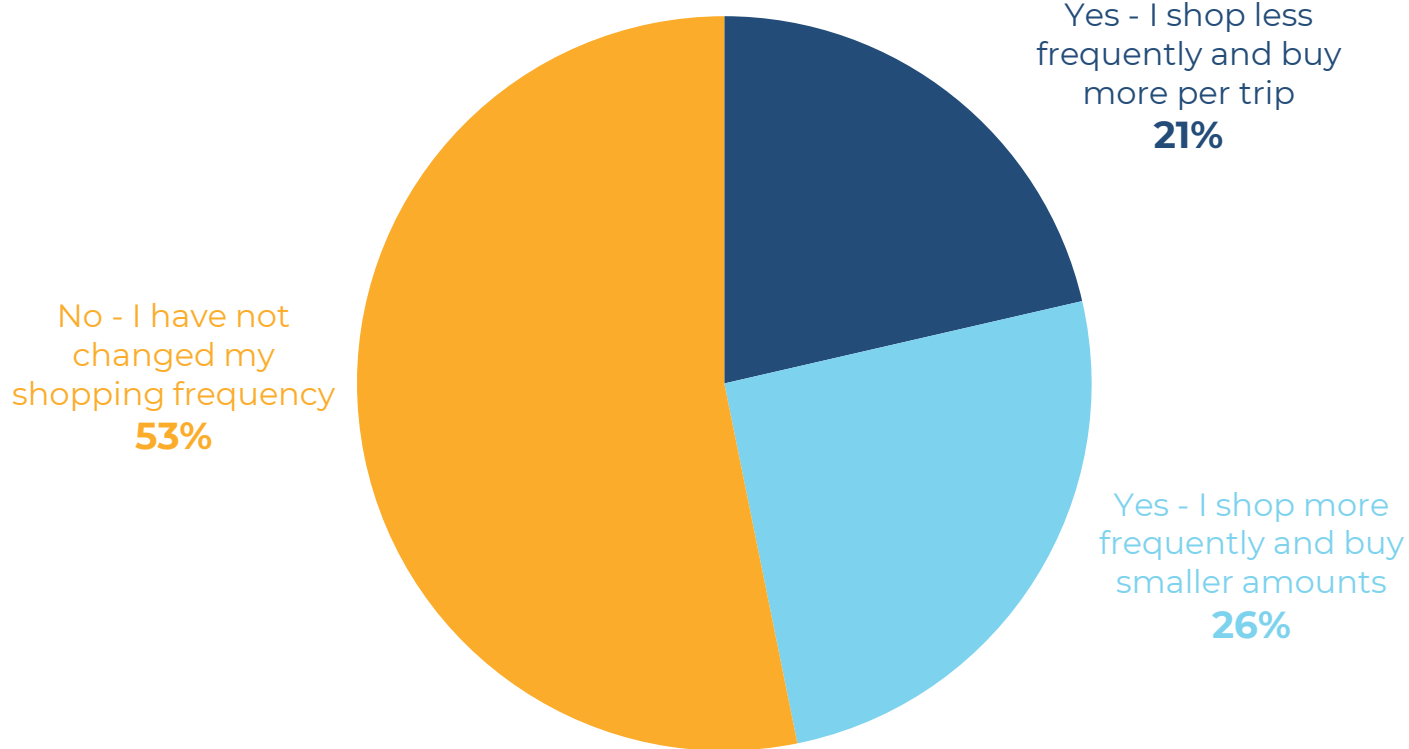
# In Challenging Times, 1 in 3 Prioritize Quantity Over Quality

Do you prioritize QUANTITY or QUALITY when shopping for comparable grocery products?



# Shopping Frequency - 47% Adjust Trips to Combat Rising Grocery Bills

Has your grocery shopping frequency changed in the past year?



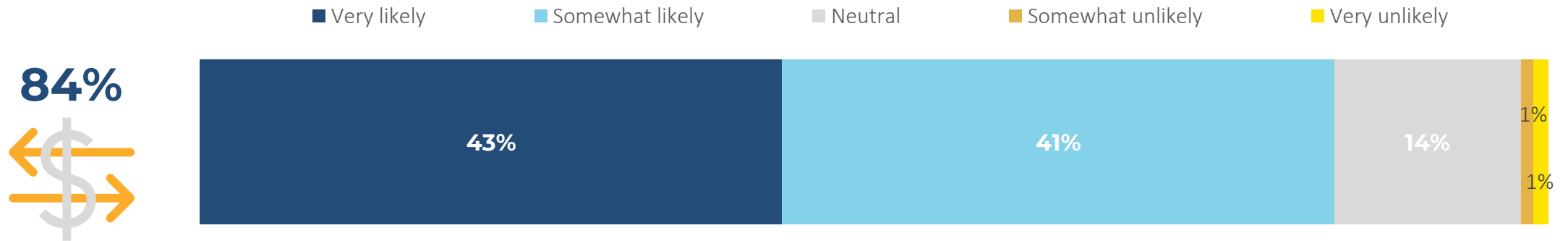
# Loyalty Under Fire — 8 in 10 Ready to Switch Brands for Better Deals

## Top motivators to try new brand or product (TOP 3):

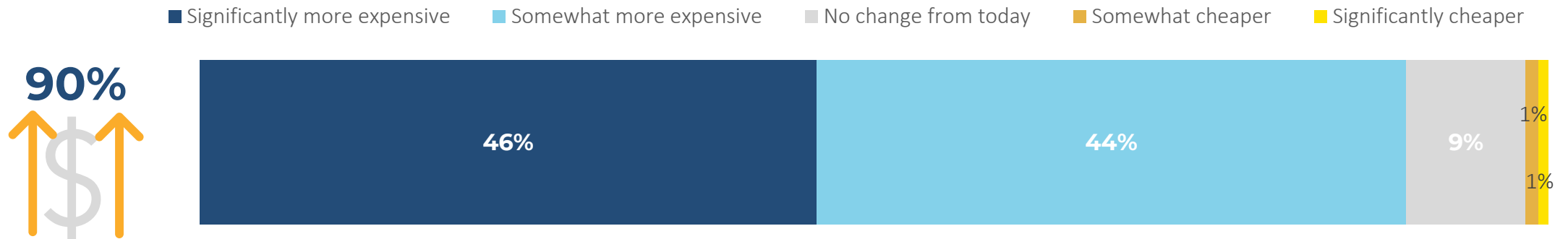


# 84% Shift Purchases; 90% Expect Further Increases in 2025

## Likelihood of adjusting which foods purchased based on changing food prices:



## Expectations of grocery prices for next 12 months:





# Trends



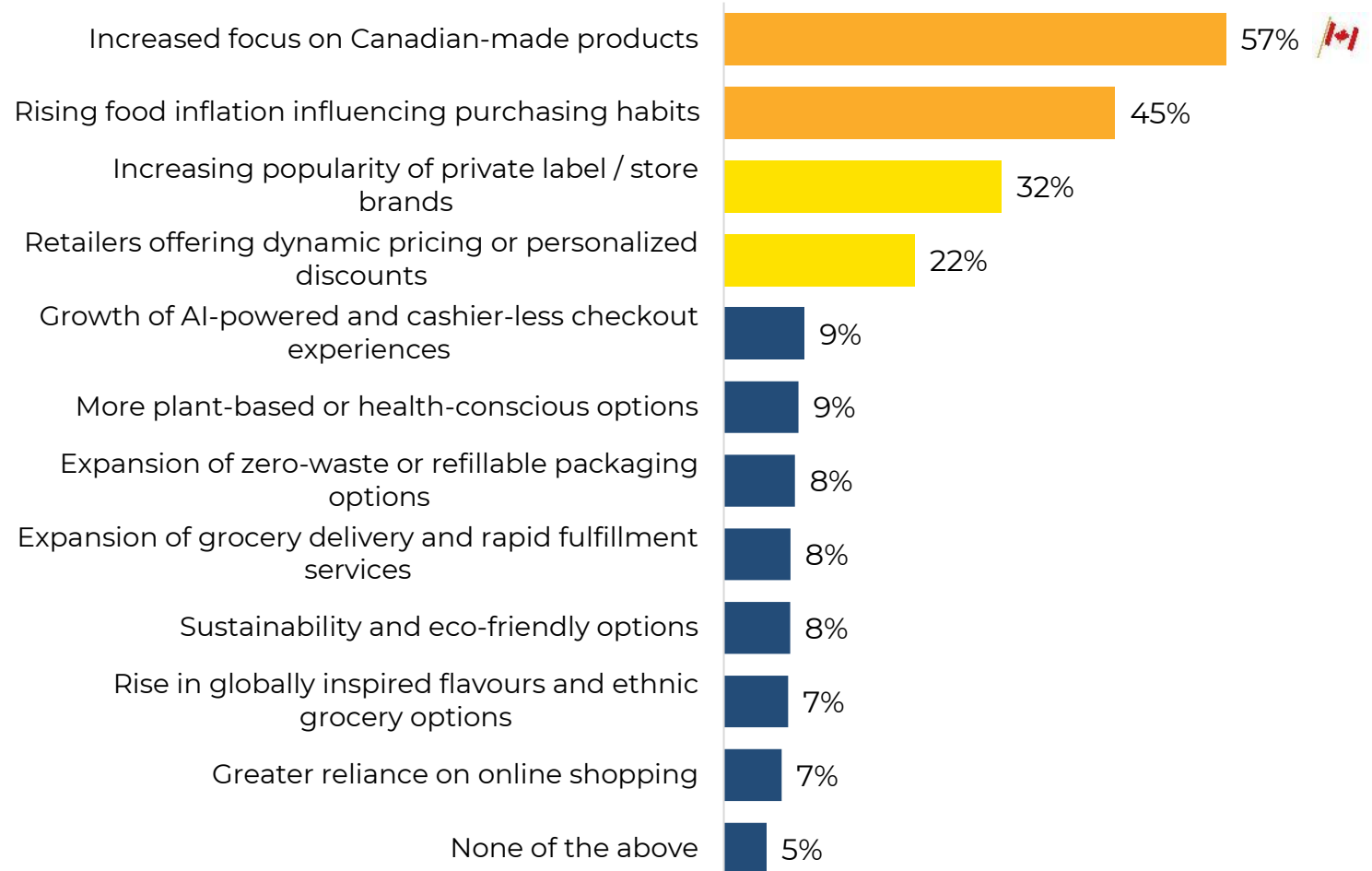


# Three Quarters

Say the importance of buying Canadian when shopping for groceries has become much more (44%) or somewhat more (31%) important in the past month or so

## Buy Canadian' Gains Momentum as Consumers Brace for Ongoing Inflation

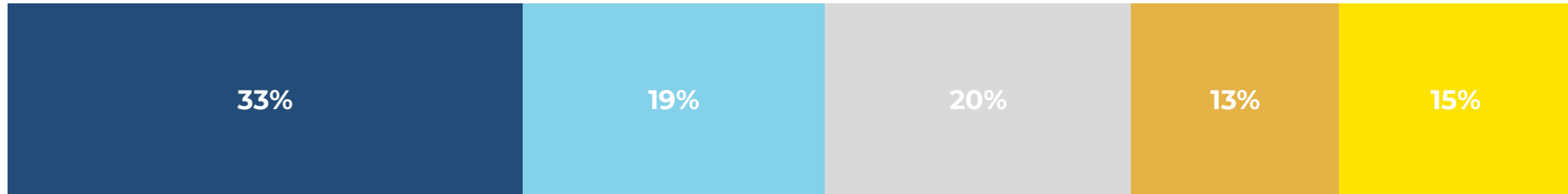
### Top 3 significant trends expected to shape grocery shopping in 2025



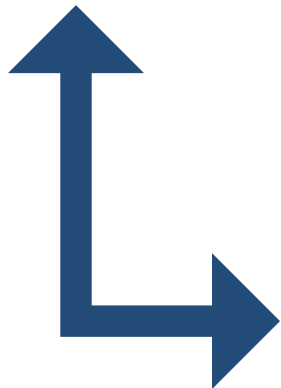
# 52% Show Interest in No-Checkout & AI: A Glimpse of Canada's Retail Future

How interested are you in new grocery store models like no-checkout stores or AI-assisted shopping?

■ Very interested    ■ Somewhat interested    ■ Neutral    ■ Not very interested    ■ Not interested at all



**Interested:  
52%**



### Age:

18-24: 64%

25-44: 59%

45-65: 48%

65+: 44%

### Gender:

Women: 44%

Men: 63%

# Key Findings: Discounting Thrives, Brand Loyalty Wavers, and Local Sourcing Rises

**The future:** Increasing focus on **Made in Canada**, and grocery prices expected to continue to increase, suggesting value seeking trends will entrench.

**Changing Behaviours:** **Where** people shop for groceries (discount stores/discount offers), **how** they buy (bulk) and **what** they buy - **driven by price**.

... **05**

**01** .....

**Value for money:** Idea of value centers around **price and quality**.

... **04**

**02** .....

**Discounting is key:** Discount retailers seen to deliver **best value**; store discounts and promos drive purchases.

**03**

**Brand Loyalty:** Canadians are likely to **switch brands** to get better value, promotion or discounts.

# Want to dig into the data? Let's talk insights.



Contact [jared.kligerman@caddle.ca](mailto:jared.kligerman@caddle.ca) for any further questions



### How important are ONLINE RATINGS & REVIEWS when deciding whether to try a new grocery product?

