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Navigating the future: Understanding Gen Z and Millennial consumer habits in the new normal

Finances

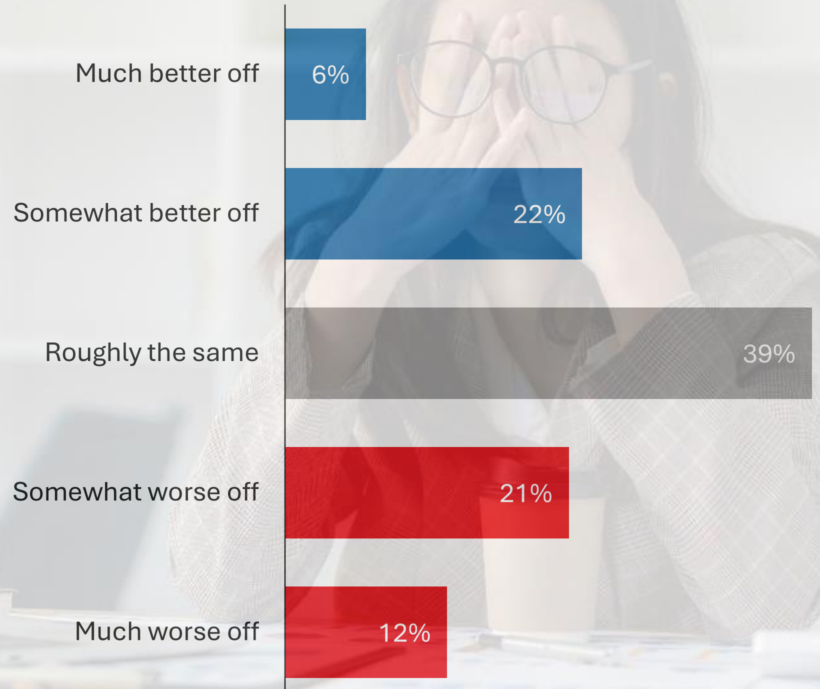
46%

Almost half of Canadians say they live **paycheck to paycheck**.

Source: Leger North American Tracker April 2024

Financial sentiments

Q. Compared to two years ago, do you feel that your better off or worse off financially?



28%
NET BETTER

39%
ROUGHLY THE SAME

67%

33%
NET WORSE

Source: Leger OMNI May 2024

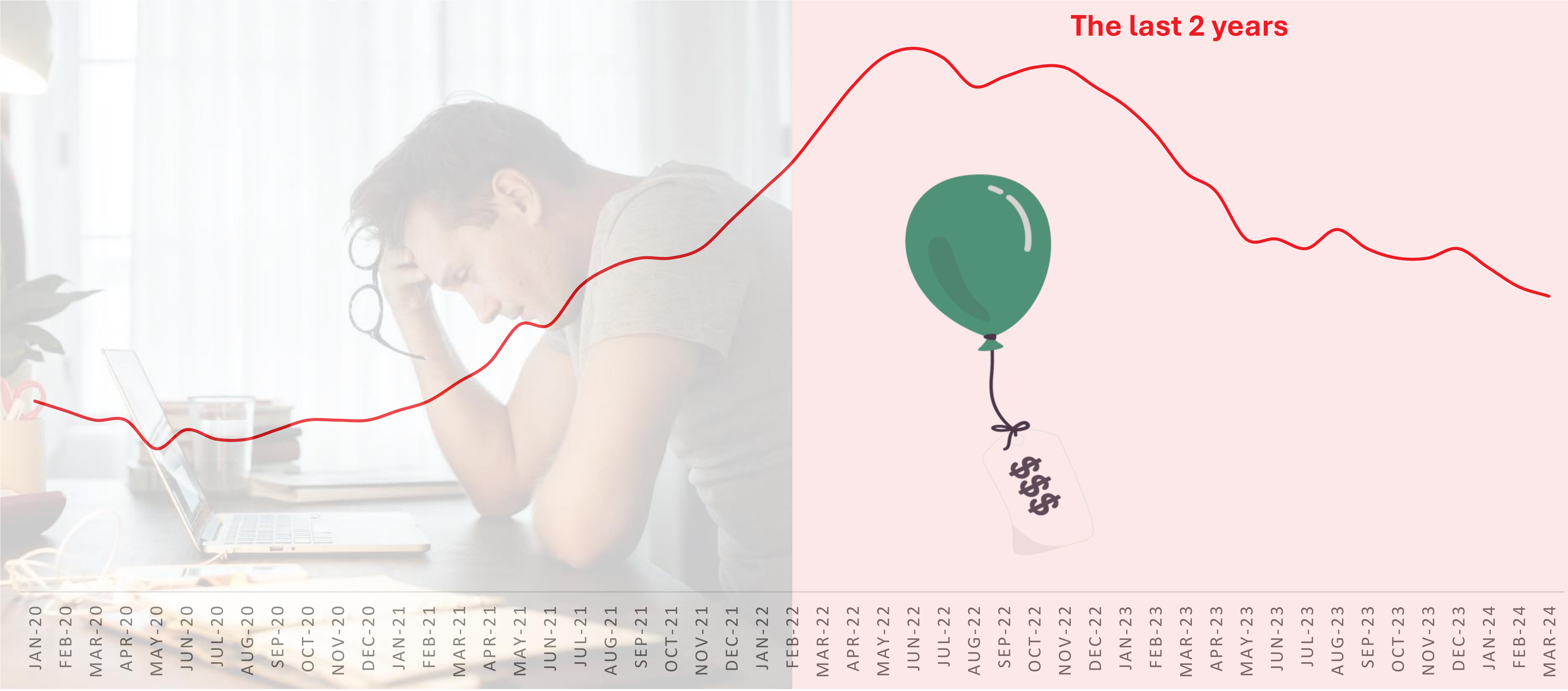
Belief in recession

Six in ten Canadians believe Canada is in **recession**.

Source: Leger North American Tracker April 2024

Inflation

The reality...



Source: StatsCan – Measure of Core Inflation (Measure of core inflation based on a trimmed mean approach, CPI-trim (year-over-year percent change)

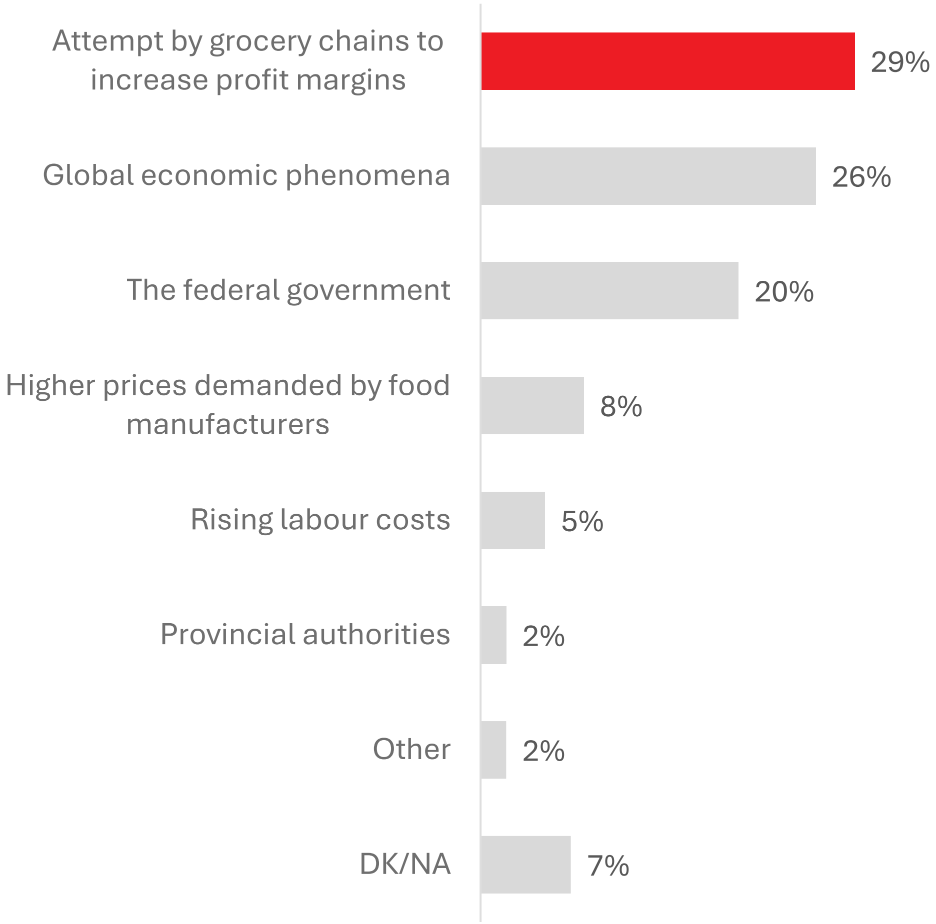
Shrinkflation

Corporate messaging

Cereal for dinner…

Responsibility

Who is responsible?



Source: Leger Weekly OMNI May 2024

Loblaws

70% Are aware of the boycott

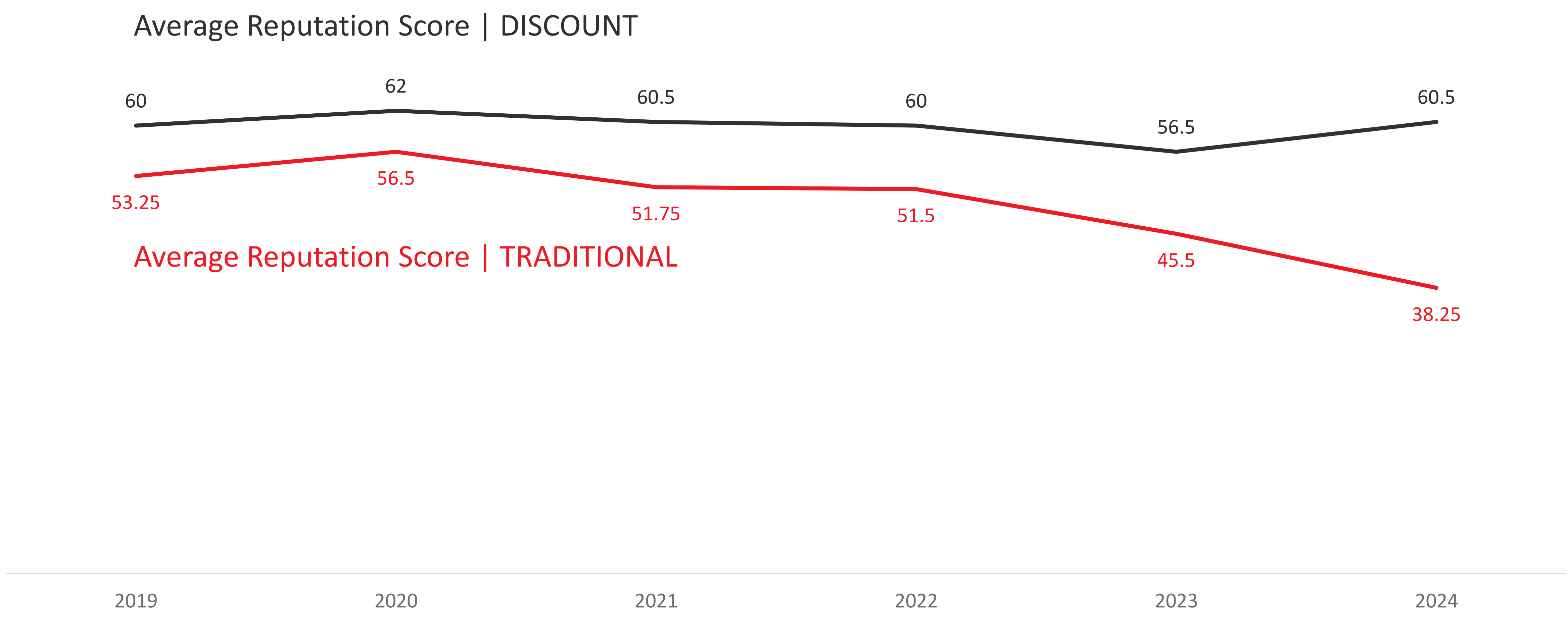
58% Support the boycott

18% Are participating

Source: Leger Weekly OMNI May 2024

Corporate reputation

Grocery Sector

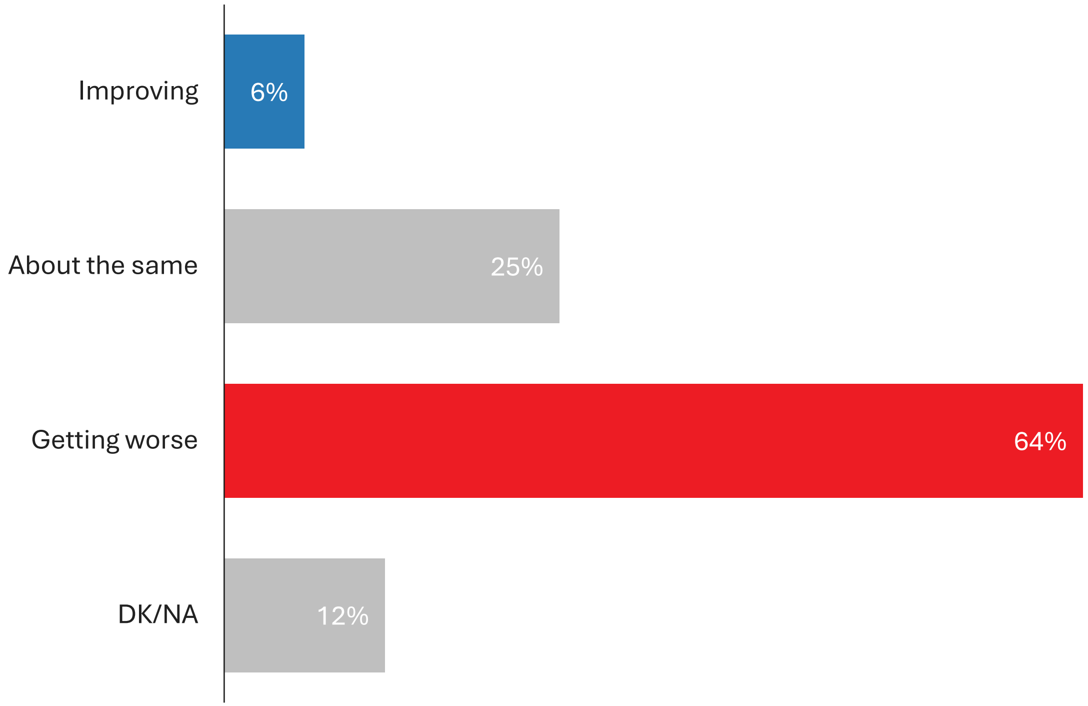


Source: Leger's Reputation Index Study 2019-2024

Grocery inflation perceptions

How Canadians feel...

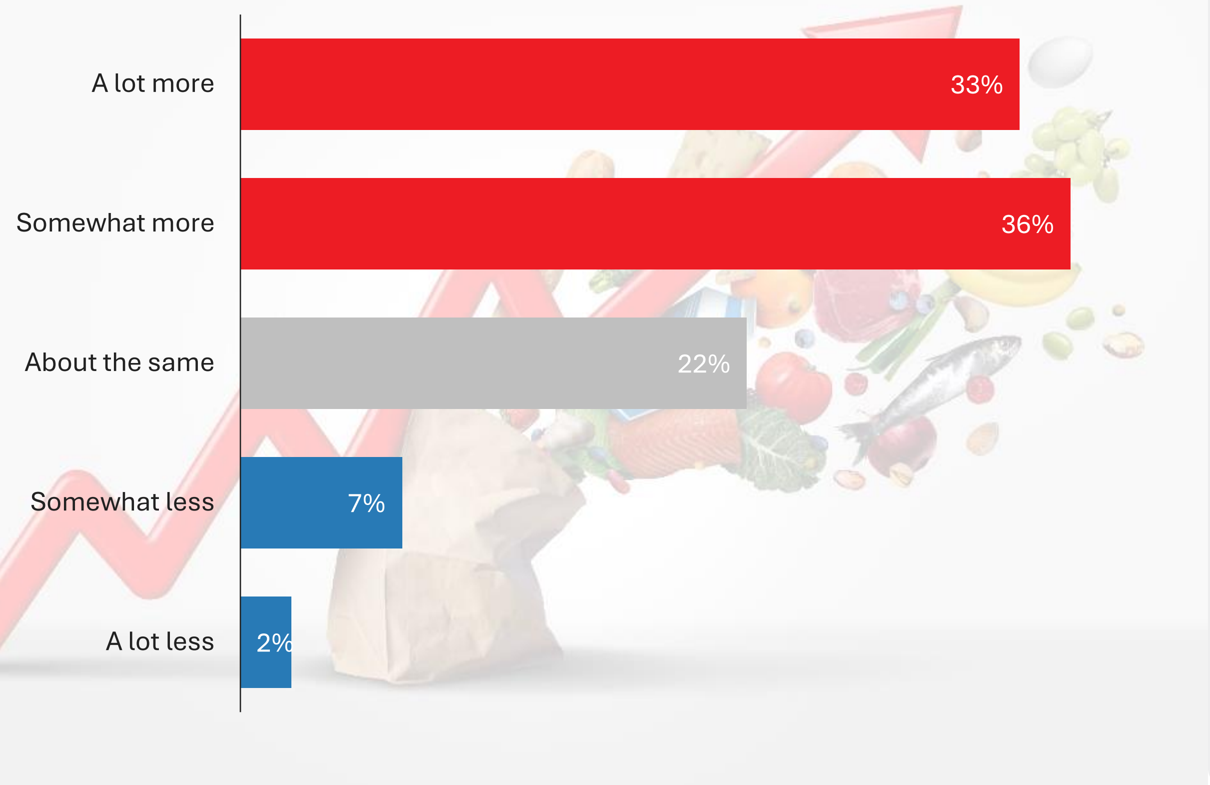
Q. When you compare the last few weeks to say a year or two ago, do you believe that the rate of inflation at the grocery store is improving, getting worse or about the same?



Source: Leger Weekly OMNI May 2024

Grocery spend

Q. Compared to six months ago, have you found yourself spending more, about the same, or less on groceries each week?



69%
NET MORE

22%
ABOUT THE SAME

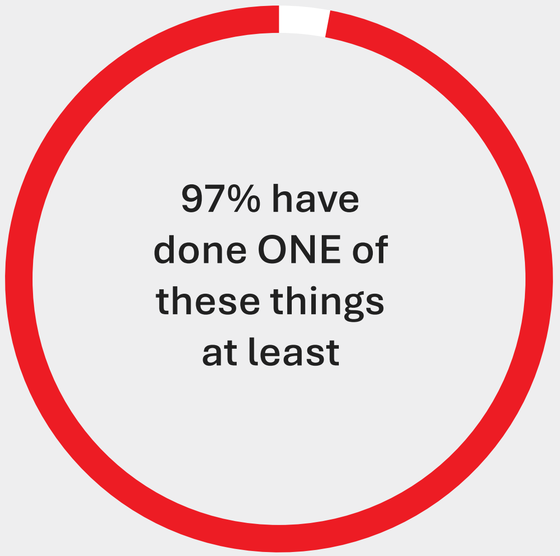
9%
NET LESS

Source: OMNI May 2024

Shopping behaviours

How Canadians are changing…

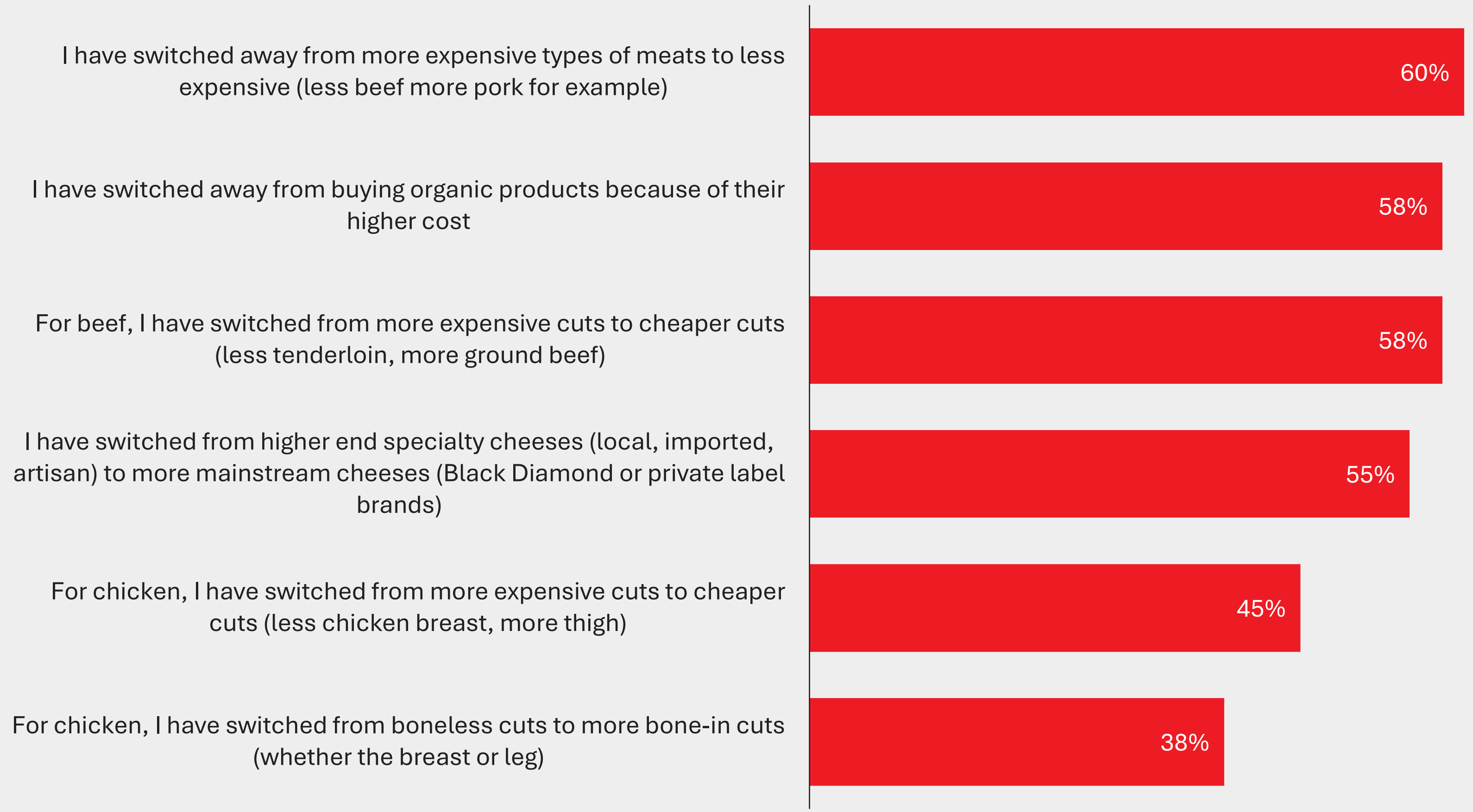
Q. Which of the following have you personally done in the last 6 months in order to keep your grocery bills more manageable?



Shopping behaviours

How Canadians feel…

Q. Which of the following have you personally done in the last 6 months in order to keep your grocery bills more manageable?

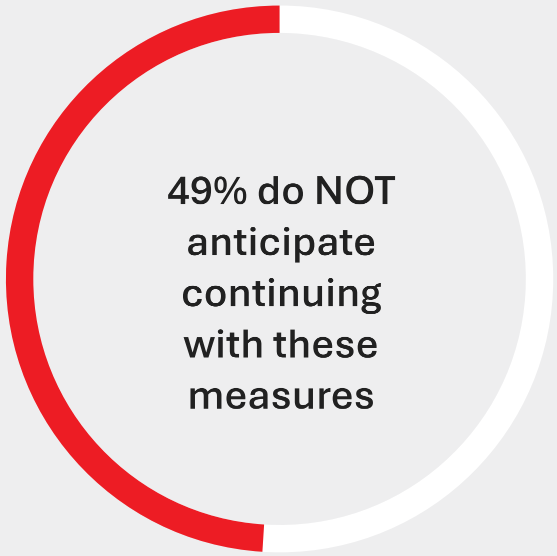


Source: Leger OMNI May 2024

Shopping behaviours

The future…

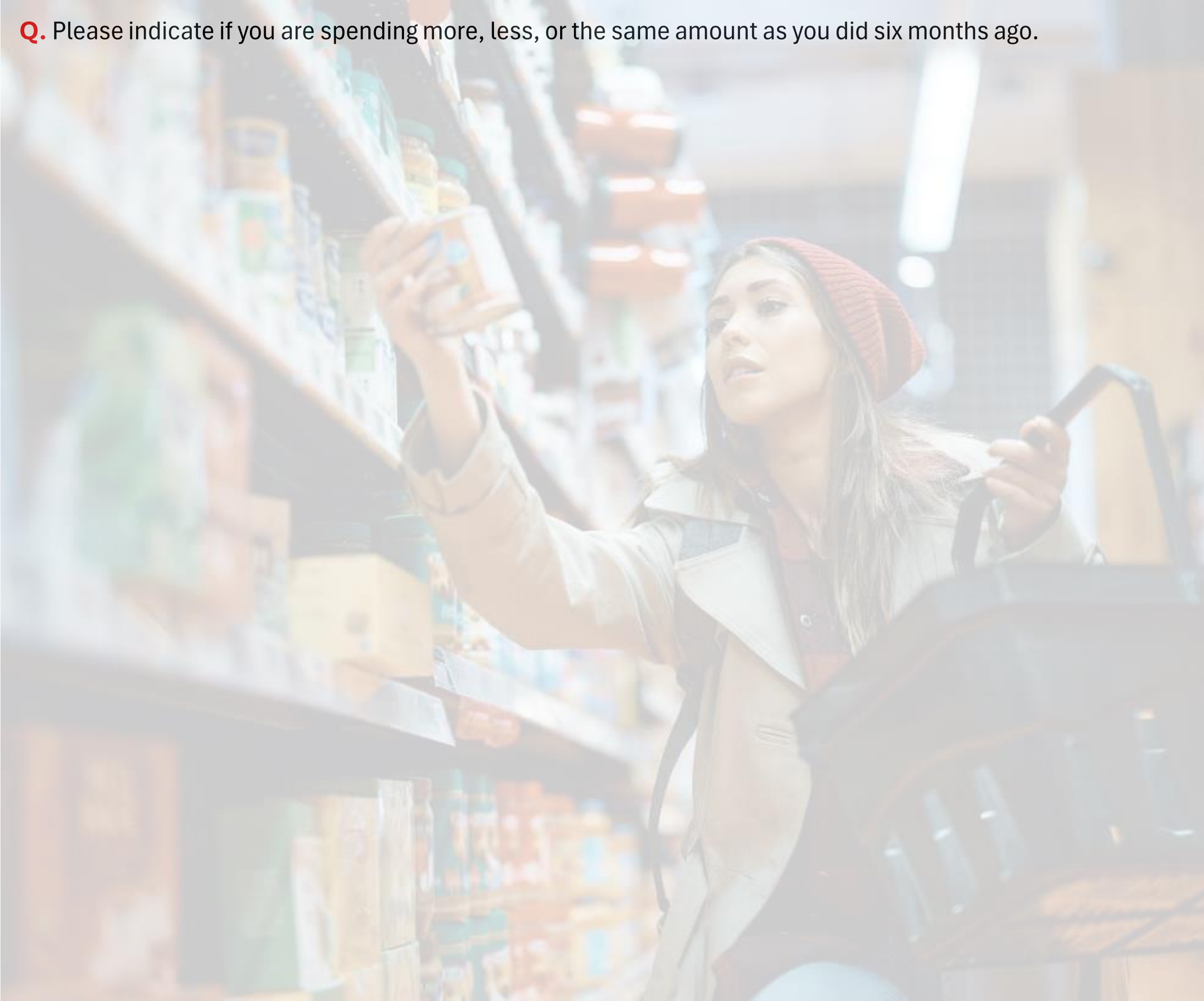
Q. Do you anticipate maintaining any of the changes in your grocery shopping habits even if prices stabilize or decrease?



Source: Leger OMNI May 2024

Category changes

Changing habits



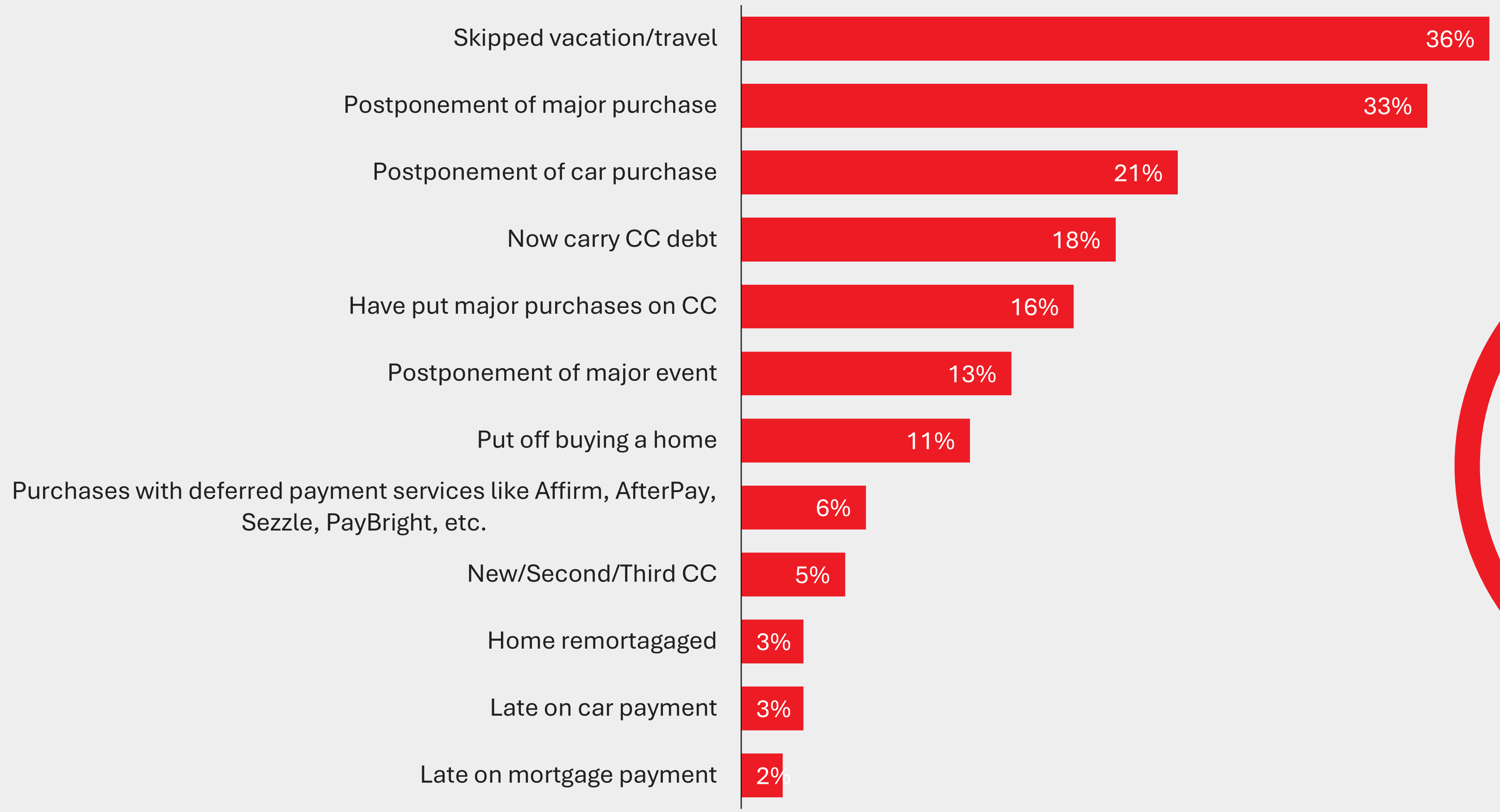
Q. Please indicate if you are spending more, less, or the same amount as you did six months ago.

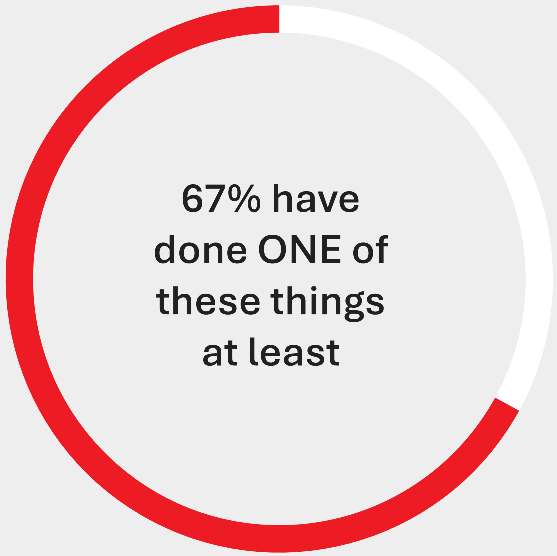
	MORE	SAME	LESS	NET MOMENTUM (% MORE - % LESS)
Natural organic products	25%	24%	14%	11
Fresh ready-to-eat meals	32%	26%	17%	15
International products	30%	32%	15%	15
Non-alcoholic beverages	28%	35%	12%	16
Vegetarian or vegan products	26%	23%	9%	17
Pet products	26%	25%	7%	19
Fish & seafood	37%	30%	16%	21
Household cleaning products	32%	49%	11%	21
Deli meats & fine cheeses	39%	30%	17%	22
Personal care / beauty	37%	42%	15%	22
Canned goods	37%	43%	13%	24
Frozen food & meals	39%	34%	14%	25
Snacks	44%	33%	16%	28
Local products	40%	39%	11%	29
Bread, pastries, bakery	45%	39%	12%	33
Meat	51%	28%	16%	35
Pantry staples	44%	43%	9%	35
Poultry	48%	35%	10%	38
Dairy products	49%	38%	9%	40
Fruits	57%	31%	9%	48
Vegetables	56%	34%	8%	48

Source: Leger OMNI May 2024

Measures taken

Q. Have you done any of the following to help deal with the current economic situation?





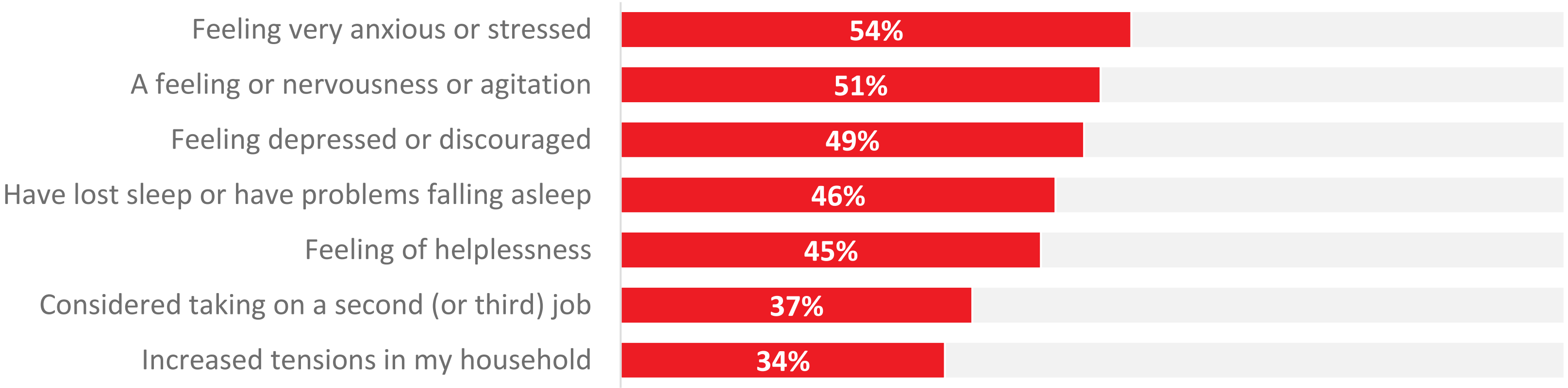
Source: Leger OMNI May 2024

Impact of inflation on mental health

The financial pressures brought on by rising inflation and the cost of living have significantly impacted Canadians' mental health. Recent data reveals that many are experiencing heightened anxiety

Effects on mental health

Anxiety index



High anxiety

39%

Those exhibiting 5, 6, or 7

Moderate / low anxiety

22%

Those exhibiting 2, 3, or 4

Low/no anxiety

39%

Those exhibiting 1 or none

Source: Leger OMNIBUS Poll April 2024

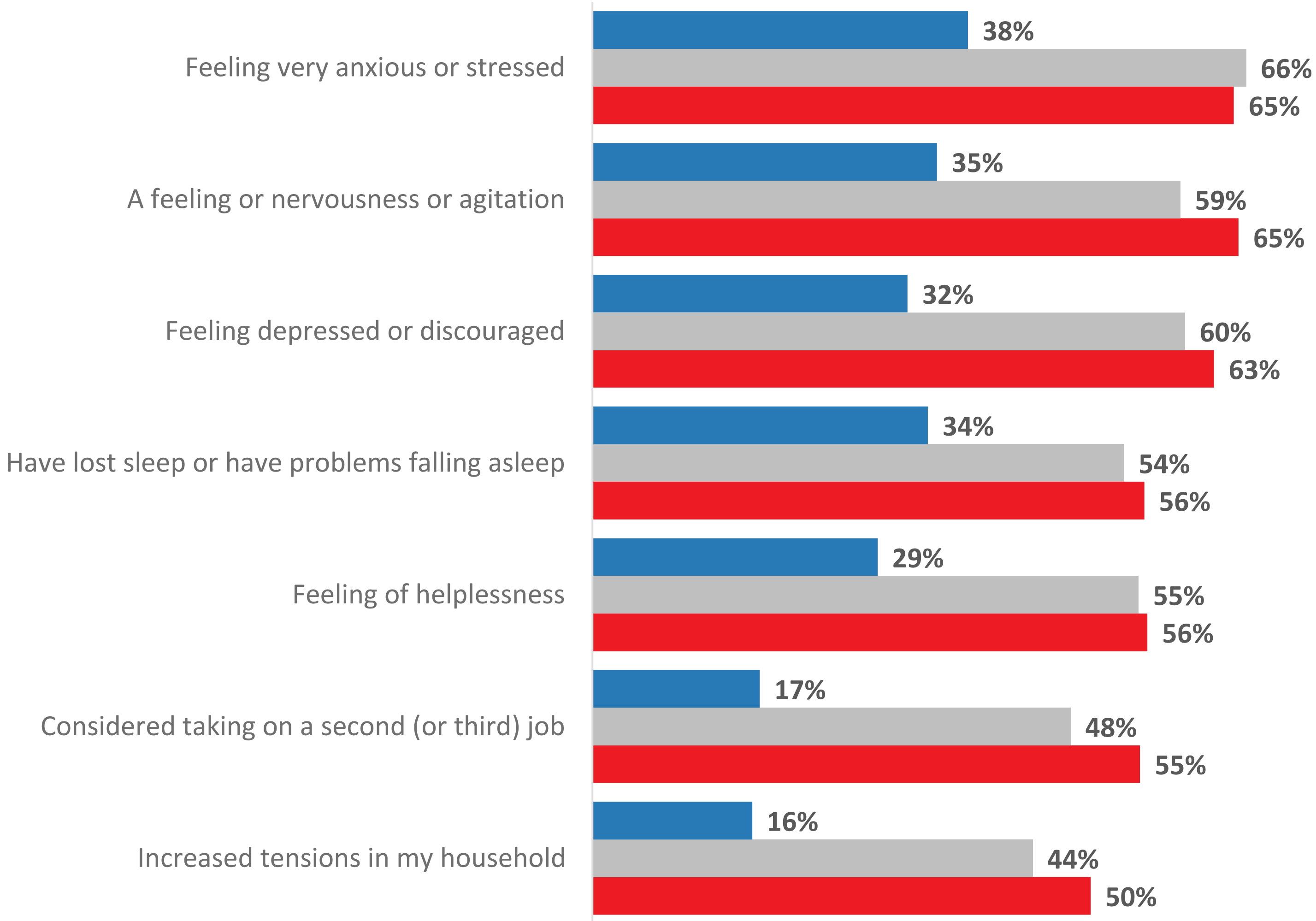
Effects on mental health

Generational differences

Boomers
22%

GenX
49%

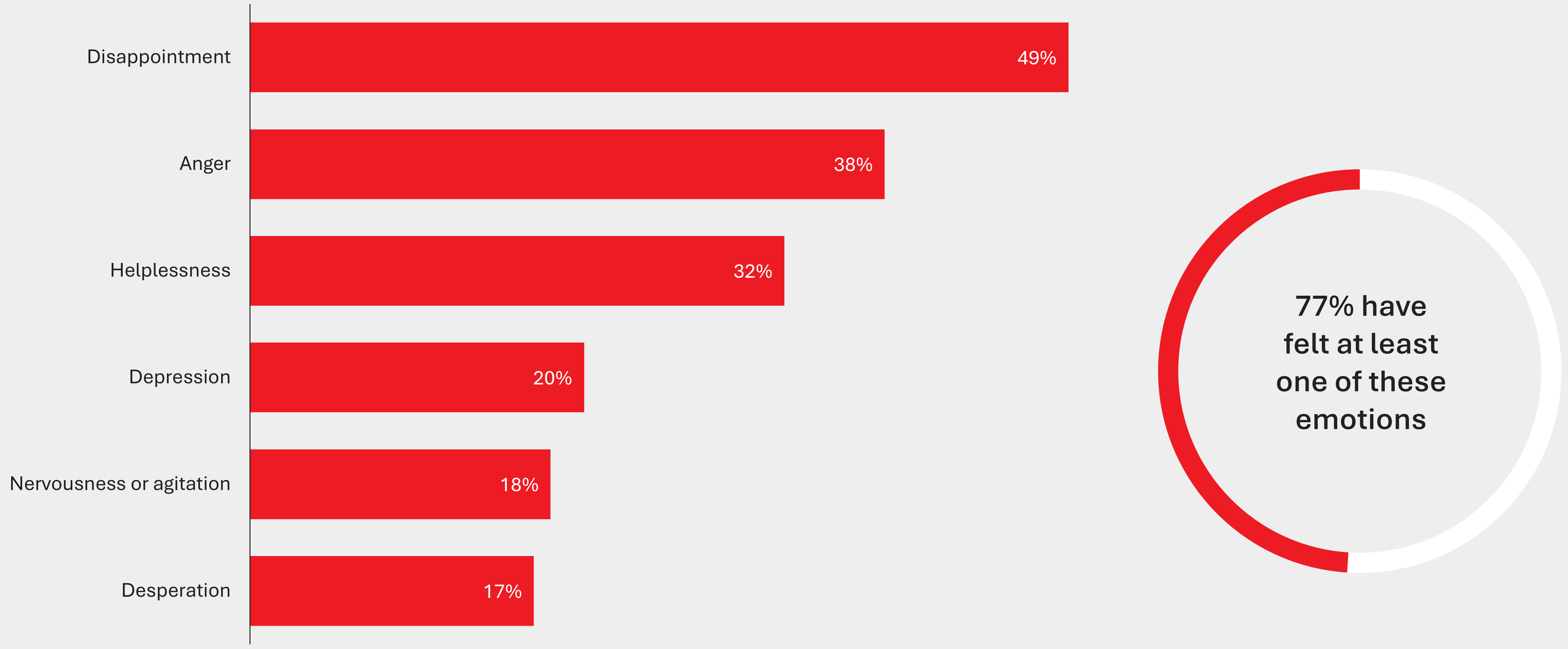
Millenials
53%



Source: Leger OMNIBUS Poll April 2024

Effects on mental health

Q. Have you personally felt any of the following when thinking about grocery shopping in general?



Source: Leger OMNI May 2024

Conclusion

As we navigate these challenging times, the importance of **genuine, consumer-focused engagement** cannot be overstated.

But, this requires understanding Canadians, and meeting them at where they are at in their current day to day.

This approach will not only help businesses thrive but also support consumers in finding stability and optimism in **the new normal**.

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employees

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consultants

8
offices

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