



CANADA CHATS 2023

TRENDS

Building Consumer Centricity in
the Pandem-Flation Era

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At Ipsos, we've been studying the topic of consumption trends, both at home and away from home since 2014, powered by our daily food and beverage consumption tracking diaries fielded to over 60,000 individuals annually.

In the upcoming release of the 9th edition of *Canada CHATS 2023*, we mark the continued investigation of Canadians' consumption habits focused on the evolving social context of eating, diversifying lifestyle beliefs, and shifting situational dynamics.

Our consumer-centric evaluation unpacks the cultural forces and colliding impacts of our pandemic experience and currently economically stretched landscape. We also examine how deteriorating disposable income, particularly among middle and low-income consumers, affects needs and daily choices.

Consider the pandemic residual impacts on daily habits. We assess the re-connection to the home environment continuing to galvanize interest in cooking and baking activities. Though pent-up demand to return to the restaurant dining experience is surging, and dollar volumes increase, traffic or the share of individuals dining out remains behind pre-pandemic rates.

With fewer social interactions, Canadians have re-discovered joys of screen time bolstered by an endless array of streaming and gaming options. There has also been reinvigorated interest in outdoor activities like walking, skiing and golf.

Resilient consumers have also acclimated regimes to pandemic restrictions, initially forced upon them, but now widely accepted and, in some cases, preferred ways of engaging in everyday tasks.

Consider how new work from home routines influence daily choices. Currently, more than one in four employed adults continues to work from home with a strong majority of those individuals favoring continued remote work options.

Many of us are also increasing our engagement with technology to both access safe and convenient shopping options but also to foster social connections. Facetiming and zooming have forever altered the rules of social engagement.

Converging with post-pandemic realities are historic inflation rates, rising cost pressures and a looming recession. These factors, undoubtedly, are the most pressing issues for all Canadians. While price stresses impact how, where and when consumers shop, we evaluate how consumption patterns are impacted by rising financial worries and constraints.

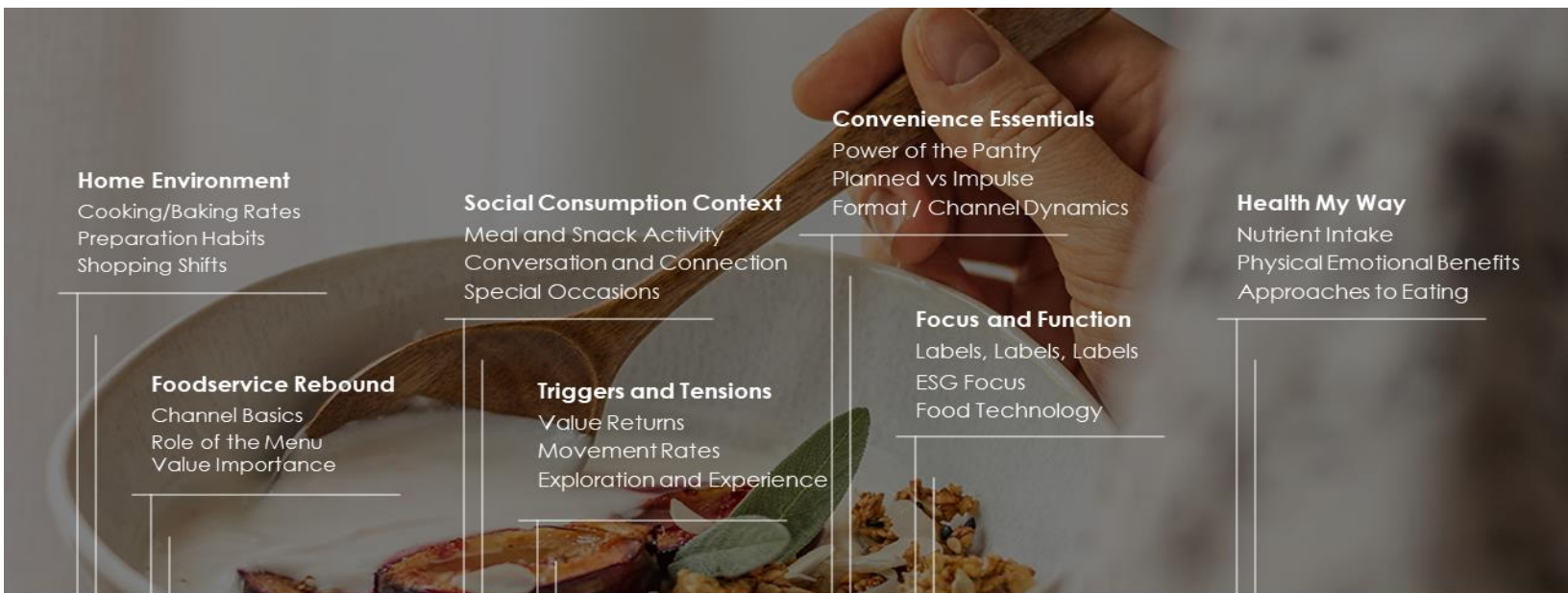
Transformation and evolution remain the order of the day. While some may feel that change is hard to predict and therefore hard to manage, it appears that it is now, in fact, the new normal.

As a consequence, the focus of this year's examination, is to aid our clients' assessment of consumer change dynamics amidst the backdrop of yet another year of environmental turmoil to foster greater

Consumer Centricity in the Pandem-flation Era.

The report content will include:

What's Trending



Ipsos FIVE: FIVE is a daily online diary capturing everything an individual ate and drank yesterday across all categories, brands, all dayparts and all venues (including out of home channels). We also track situational dynamics, item preparation, motivations, health statuses, lifestyle habits and purchase dynamics driving item choice. The study is a strategic targeting tool launched in 2013 that provides an unparalleled view of consumption among 23,000 individuals annually aged 2+ years.

Ipsos Foodservice Monitor (FSM): FSM is an on-going daily market measurement tool detailing what individual consumers purchased from all foodservice channels (e.g., Quick-Service Restaurants, Full-Service Restaurants and Home Meal Replacement Retail channels) yesterday. Tracking includes market sizing, operator share and performance, average eater cheque and top items ordered. FSM tracks over 35,000 individuals annually and links consumer needs with behaviour to offer a 360 degree look at the commercial foodservice experience in Canada.

CHATS 2023 deliverables include: Resource PowerPoint report in PDF format (approximately 85-90 slides) accompanied by a live one-hour presentation report with some customization (as agreed upon). Additional hours for follow-ups and further queries available upon request.

CHATS 2023 Standard Package \$35,000

Resource Report and 1-hour Virtual Presentation

CHATS 2023 Premium Package: \$50,000

Standard deliverables plus and additional bank of 15 client service hours for report/presentation follow-ups. Hours must be used by December 31, 2023.

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