



NUANCED NATIONALISM: BUY CANADIAN BY GENERATION

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Most Canadians are committed to the “Buy Canadian” movement, but it means something different for Gen Z

A recent Ipsos Canada study has revealed significant differences between the consumer preferences of older and younger Canadians, which adds further nuance to what seems to be a consensus “Buy Canadian” moment.

According to Ipsos’ new syndicated tracking study “[Trump, Tariffs and Turmoil](#),” nearly one-third of Gen Z Canadians are open to doing business with American banks and telecom companies, provided they offer similar services, fees, and interest rates. This openness to foreign brands stands in stark contrast to the firm loyalty that Baby Boomer Canadians demonstrate towards home-grown banking and telecom institutions. The first wave of the research reveals that Gen Z Canadians are almost six times more likely to be willing to switch to an American bank or telecom service if it were to be available in Canada than Canadian Baby Boomers.

We see evidence across the world, including in the US, of differences between Gen Z and Baby Boomers. Those differences are compounded in Canada, as Gen Z here faces rising housing prices and affordability issues, and now tariffs. It’s no wonder they are more open to options that may improve affordability.

In fact, the study found that Gen Z Canadians are less certain about the impact of the ongoing Canada-US tariff dispute on their personal finances. Gen Z Canadians are three times more likely than Canadian Baby Boomers to believe that the current trade and economic disputes will divide, rather than unite Canadians. These findings underscore the significant uncertainty – both economic and social – that younger Canadians continue to feel.



The first wave findings suggest the "Buy Canadian" movement appears to be led predominantly by Baby Boomer Canadians, at least for now. Across a broad range of products and services, the importance of a brand being identifiably Canadian resonates far more significantly among Canadian Baby Boomers, than by younger generations.

And the gap between Gen Z and Baby Boomers in this movement also fluctuates across sectors, as evidenced by the significant differences we've seen between the 36 individual brands we're tracking across consumer categories such as food, produce and streaming services. Some brands face an opportunity, while others face a risk.

We see evidence of "Buy Canadian" not just in our data, but from sales data from large retailers. Loblaw Companies President and CEO Per Bank shared [this update](#) on LinkedIn, further demonstrating that the "Buy Canada" movement is real, at least at the moment.

"Trump, Tariffs and Turmoil" is Ipsos' new tracking study that examines valuable public perceptions and behaviours concerning the evolving economic and trade relationship between Canada and the United States. The research highlights key areas of concern and opportunity for businesses looking to navigate this evolving crisis. The second wave of the study will run later this month.

For more information on how to add your brand to the study and subscribe to the reports, contact [Gregory Jack](#) or [Naumi Haque](#) or [learn more here](#).



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