Canadian **Environmental** Sustainability **Shopping Habits**

Agriculture et Agroalimentaire Canada



Overall Canadians are concerned about the environment and climate change







8 in 10

value a sustainable lifestyle¹

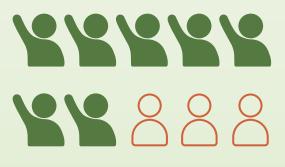
65%

feel they have a moral obligation to use environmentally change as the top friendly products²

6 in 10

report climate concern¹

Canadian consumers are making sustainable food purchases



70% say they seek foods with environmentally sustainable production³





91% report purchasing these foods at least sometimes³

Those that have strong motivations towards sustainable living are more likely to place their ethics ahead of price when it comes to their food purchases1



Waste and packaging are top of mind for consumers



- Consumers have a strong preference for eco-friendly packaging¹
- Consumers say they are more willing to purchase sustainable packaging like 'compostable' and '100% recyclable⁴
- Over 90% are concerned about the impact of food packaging on the environment⁴
- Over half are concerned with plastic use¹

Waste reduction

- 80% report being careful about the way they buy and prepare food to minimize food waste³
- Almost 60% are limiting household waste¹



Price is the main barrier to purchasing sustainable food

Of the 30% of consumers that rarely or never seek out food labelled as environmentally sustainable: 3



51% say it is too expensive³



32% say they lack confidence that these products are actually more sustainable³



to consumers

22% believe there is no difference from other products³

22% do not see the value³

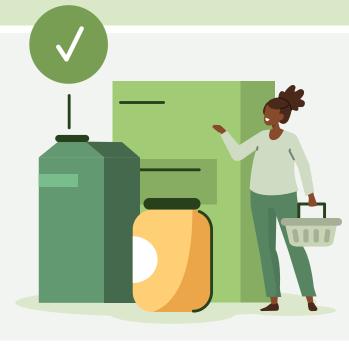
21% say they do not read environmentally sustainable labels³

Values are important

are important and should place more focus on environmental care/consideration¹ ▶ Almost 2/3 of shoppers say they would likely

About 50% of consumers feel a brand's values.

buy a new sustainable brand, if price and quality are the same1





Half of consumers say they are buying more

Consumers are taking action

sustainable products than five years ago¹

36% said they switched

food products for

sustainability reasons²

32% report boycotting a food **product** out of concern that environmentally sustainable practices were not followed³

report changing their food purchasing habits in 2022 due to climate change³

11%

Sources:

4. NielsenIQ, Communicate the Right Message Through the Package (2021)

1. NielsenIQ, Sustainable Trends Among Canadian CPG Shoppers (2021) 2. European Institute of Technology (EIT) Food TrustTracker – Canada (2022) 3. Agriculture and Agri-Food Canada, Consumer Perceptions of Food Survey (2023)