

Canadian Environmental Sustainability Shopping Habits



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 friendly products²



6 in 10 report climate change as the top concern¹

Canadian consumers are making **sustainable food purchases**



70% say they seek foods with environmentally sustainable production³



OF THOSE

91% report purchasing these foods **at least sometimes**³

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

Packaging preferences

- ▶ Consumers have a strong preference for eco-friendly packaging¹
- ▶ Consumers say they are more willing to purchase sustainable packaging like 'compostable' and '100% recyclable'⁴
- ▶ 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



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 to consumers

- ▶ About 50% of consumers feel a brand's values are important and should place more focus on environmental care/consideration¹
- ▶ Almost 2/3 of shoppers say they would likely buy a new sustainable brand, if price and quality are the same¹



Consumers are **taking action**

Half of consumers say they are buying more 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

11%

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

Sources:

- NielsenIQ, Sustainable Trends Among Canadian CPG Shoppers (2021)
- European Institute of Technology (EIT) Food TrustTracker – Canada (2022)
- Agriculture and Agri-Food Canada, Consumer Perceptions of Food Survey (2023)
- NielsenIQ, Communicate the Right Message Through the Package (2021)