

Supermarkets in Canada

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

In spite of challenges supermarkets channel continues to grow
Severe competition from alternative channels is affecting supermarkets
Sobeys' new brand platform embraces the unpredictability of family life

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More competition expected for the supermarket channel
Supermarkets set to become much more focused on smaller sizes
Sobeys and Metro expected to remain at the forefront of innovation

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