Euromonitor International

Consumer Lifestyles in Canada

October 2026

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CONSUMER LANDSCAPE

Consumer landscape in Canada 2026

PERSONAL TRAITS AND VALUES

Personal traits and values
Canadians are worried about the rising cost of everyday items
Time with children is most prioritised by older generations
Consumers in Canada feel comfortable expressing identity with friends and family
Over half of consumers like to try new products and services
Gen Z foresee an increase in their financial well-being
Personal traits and values survey highlights

HOME LIFE AND LEISURE TIME

Home life and leisure time
Baby Boomers spend more time engage in hobbies at home
Most consumers in Canada socialise with friends in person weekly
Canadians seek value for money when travelling
Home life and leisure time survey highlights

EATING AND DIETARY HABITS

Eating and dietary habits
Consumers in Canada take vitamins or supplements frequently
Gen Z are most likely to say that they do not cook very well
Gen X eat snacks while watching TV
Gen Z are more likely not to eat meat or fish
Canadians are ready to pay more for products with health and nutritional properties
Eating and dietary habits survey highlights

WORKING LIFE

Working life
Generation Z are most likely to want to work with people like them
Consumers want a job with a positive work life balance
Gen Z seek the opportunity to work in foreign countries
Over 30% of consumers in Canada expect to work from home in future
Working life survey highlights

HEALTH AND WELLNESS

Health and wellness
Canadians often walk or hike for exercise
Sleep aids remain a popular stress-reduction tool among older generations
Consumers consider nutritional properties to be the most influential product feature
Gen Z use apps to track health or fitness
Health and wellness survey highlights

SHOPPING AND SPENDING

Shopping and spending
Consumers in Canada like to find bargains
Gen Z like to browse in stores even if they do not need to buy anything
Baby Boomers look for personalised shopping experiences
Gen Z say they often rent items for specific occasions instead of buying them
Consumers in Canada often sell used or second-hand items

Younger generations often engage with businesses' social media content
Consumers primarily trust friends and family recommendations
Consumers expect to increase spending on groceries the most
Older generations resort to using credit cards or overdrafts to cover expenses
Shopping and spending survey highlights

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