

Discounters in Canada

March 2023

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Discounters in Canada - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Discounters continue to grow as high inflation puts pressure on consumers
Food Basics brings back an old advertising campaign to attract shoppers back into its stores
Loblaws becomes the first retailer in Canada to voluntarily freeze prices

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Private label thriving as incomes are squeezed
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