



SHOPKICK

2021 SHOPPING OUTLOOK



PREPARED BY FOOD DISTRIBUTION GUY

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The pandemic has forever changed consumers shopping habits. This is not so more evident than with on-line shopping. Prior to COVID-19, most Canadians were risk adverse. Today, 47% of consumers indicate they've been shopping online more often since the pandemic began. While consumers still value the in-store shopping experience, 64% cite the risk of exposure to COVID-19 as a reason to avoid stores.[1] The question that most ponder is how will consumer shopping habits look in 2021? Shopkick surveyed more than 14,000 consumers to gain insights into what they expect shopping habits, purchasing behaviors, health and safety precautions, and a return to normalcy to look like this coming year.

This report summarizes Shopkick's findings.

» 2021 CONSUMER OUTLOOK

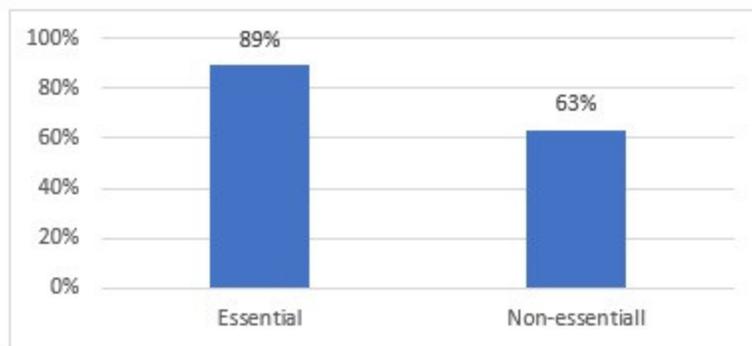
- 60% of consumers indicated the pandemic has forever changed their shopping habits.

How do you foresee your shopping habits permanently changing?



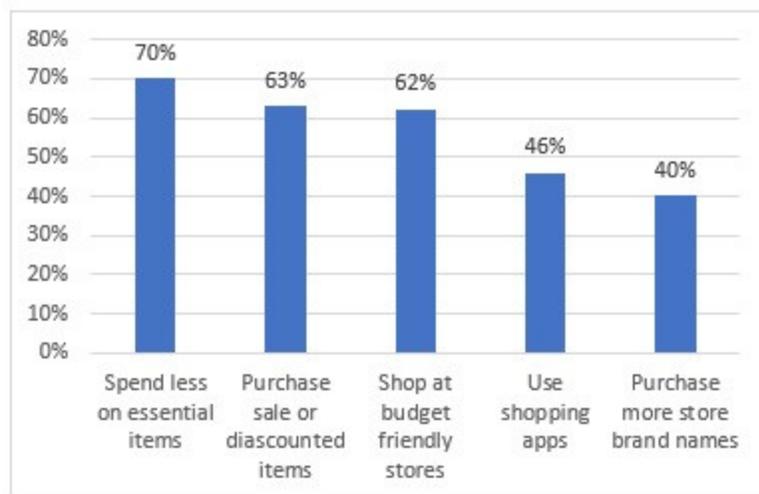
- 51% of Canadians plan to keep their cupboards stocked with excess supplies.[2]
- Despite the popularity of online shopping, consumers still plan to do the majority of their shopping in physical stores next year.

Essential vs. Non-Essential Items – Brick & Mortar



- Product pricing will continue to be a determinant factor when purchasing a particular brand. A majority of consumers will be tightening their belts when purchasing both essential (58%) and non-essential (69%) items.

What changes to your typical spending habits do you foresee yourself making in 2021?



- Price (60%) is the number 1 purchasing criteria moving forward. Health (55%) and product availability (40%) close out the top 3.[3]
- Six in 10 consumers have switched purchase loyalty to less expensive brands since the start of the coronavirus (COVID-19) pandemic.[4]
- 70% of consumers feel that their outlook on health and safety when it comes to shopping in-store will forever be changed.
- 87% of consumers say a retailer's health and safety guidelines will still be important and play a role in where they choose to shop.
- Next year, 45% of consumers anticipate shopping more frequently at retailers or with brands that align with their core values.[5]

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1. COVID-19 Drastically Shifting How Canadians Shop, Celebrate, and Spend-Good News for Amazon, www.newswire.ca, October 2020
 2. Canadians Keep Pivoting to Private Label Brands (Survey), www.Canadiangrocer.com, December 2020
 3. Canadians Keep Pivoting to Private Label Brands (Survey), www.canadiangrocer.com, December 2020
 4. Shoppers Switching Brands to Save Money, www.foodnavigator.com, December 2020
 5. 2021 Shopping Outlook, ShopKick Study, December 2020