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Food Distribution Guy  
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**CANADA**  
**MARKET TRENDS REPORT:**  
**2024**

“The Bank of Canada warns of low productivity “emergency” making it harder to control inflation”.

Carolyn Rogers, Senior Deputy Governor of the Bank of Canada, at a press conference in Ottawa on March 6, 2024  
(Sean Kilpatrick / The Canadian Press)




This report summarizes the Environics Analytics study entitled:

*Demand, Creation, and Conversation.*

## CHANNEL GROWTH SUMMARY

- The shift to the discount channel continues. For the 52-week period ending March 09, 24, discount grocers experienced a 12% increase in dollar volume growth as compared to 4% for total outlets. *Refer to Appendix 1.*
- Growth appears to be slowing in club and dollar, holding in specialty ethnic. *Please refer to Appendix 2.*

## CANADA'S POPULATION OVERVIEW

- Canada's population: 41M.
  - 25% are 1<sup>st</sup> Generation Canadians – born outside of Canada.
- First or second-generation (Canadian born with a least one immigrant parent) immigrants make up:
  - 80% of Toronto's population.
  - 72% of Vancouver's population.
  - 37% of Kelowna's population.
  - 26% of Halifax's population.
- Over the next 3 years, Canada will welcome 1.3 to 1.5M immigrants.
- Immigration will account for 100% of Canada's population growth by 2032.
- 1.3 to 1.5M immigrants  +\$40B in disposable income annually.
  -  +\$30B in discretionary income annually.
  -  +8B in food and personal care spent annually.
- Racialized population groups population may double to 20M by 2041. *Please refer to Appendix 3*
- Over the period 2021-2022, mid-size metropolitan areas had the highest population growth rate. The top 7 cities:
  1. Moncton: 5.4%
  2. Halifax: 4.5%
  3. Kitchener – Waterloo: 3.8%
  4. Calgary: 3.2%
  5. Barrie: 3.2%
  6. London: 3.0%
  7. Oshawa: 2.9%
  8. Toronto came in 11<sup>th</sup> spot with a 2.1% increase.
- Over the 5-year period ending in 2028, those over the age of 65 will experience the highest population growth. *Please refer to Appendix 4.*
- Of the G7 countries, Canada has a smaller population base of 65+ (2021):  
USA: 16.6%, UK: 18.7%, Canada: 19.0%, France: 20.8%, Germany: 21.7%, Italy: 23.3%, Japan: 28.4%

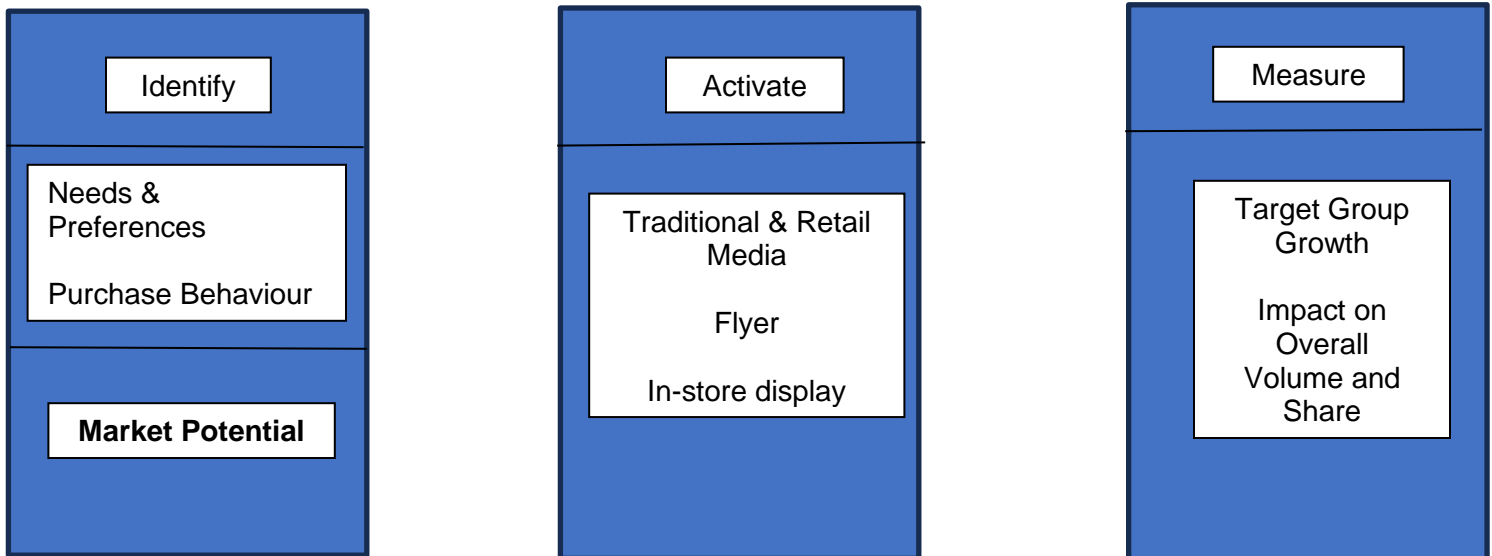
## CANADA'S INCOME DISTRIBUTION

- In 2021, consumers over the age of 55+ accounted for 37.3% of total income in Canada.
- Over the 10-year period ending in 2021, consumers over the age of 55 achieved the greatest growth in terms of total income. *Please refer to Appendix 5*
- Older Canadians have spending power. *Please refer to Appendix 6.*

## CANADA'S HOUSEHOLD SUMMARY

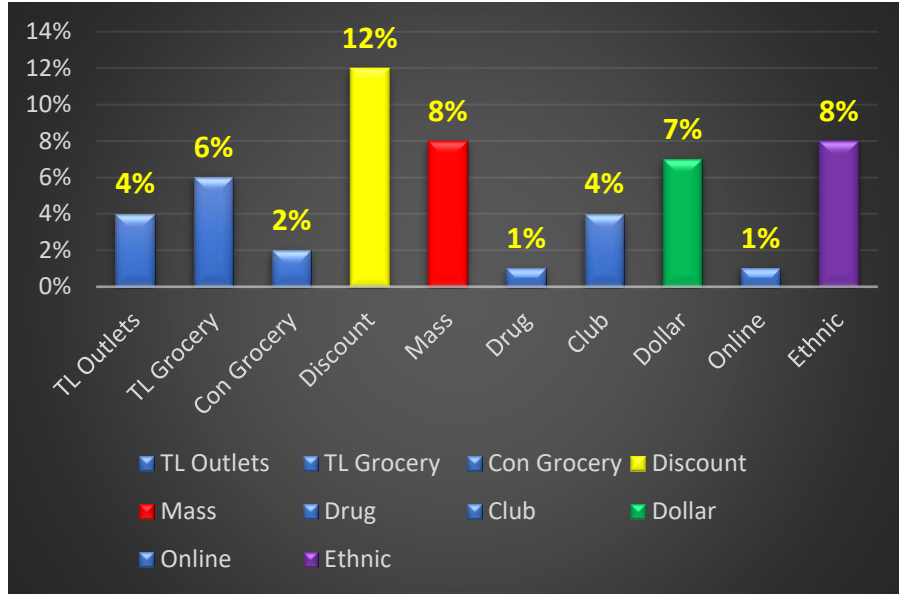
- "Sharing large houses or building backyard homes can make financial and practical sense, families say."  
Baneet Braich · CBC News · Posted: Mar 14, 2024
- Total number of Canadian households:
  - Urban lifestyle: 1.4MM
  - Downtown highrise: 0.8MM
  - Suburban: 1.1MM
  - Rural: 1.6MM

## SUMMARY

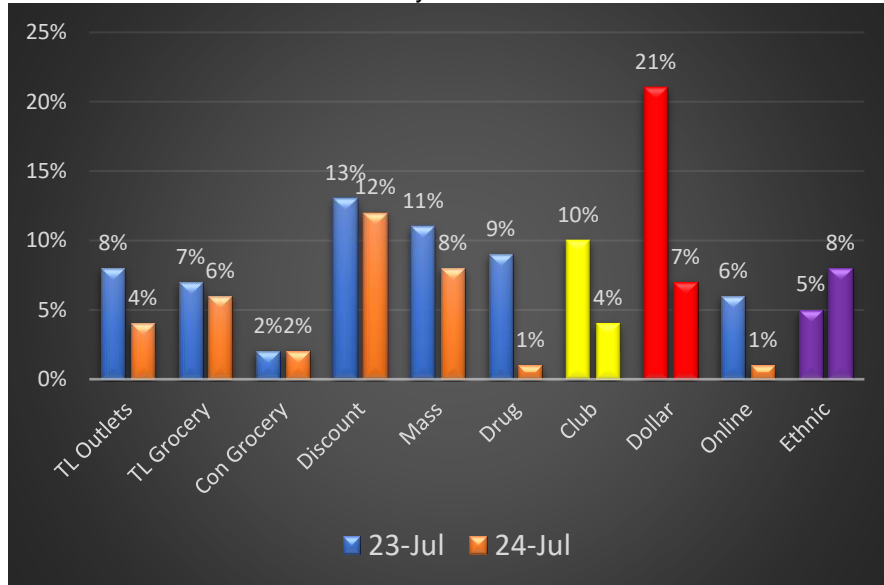


## APPENDICIES!

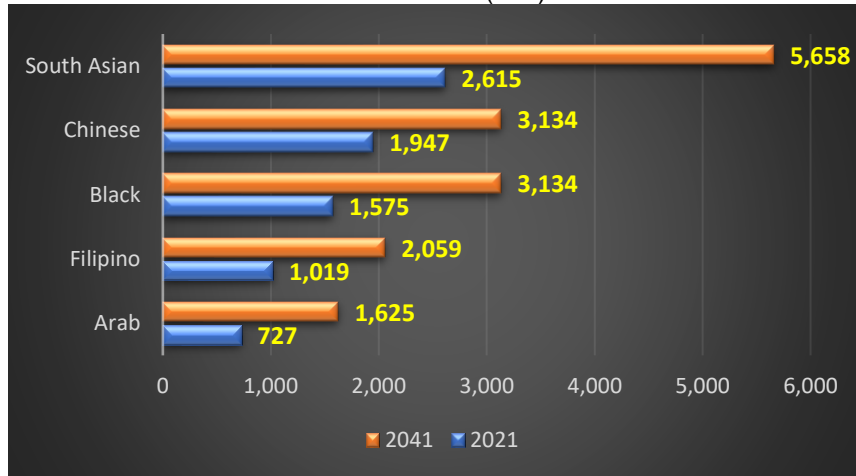
**Appendix 1**  
Dollar Volume Growth by Channel  
52-week PE Mar 09 24



**Appendix 2**  
Dollar Volume Growth by Channel Comparison  
52-week PE July 01 23 vs. Mar 09 24

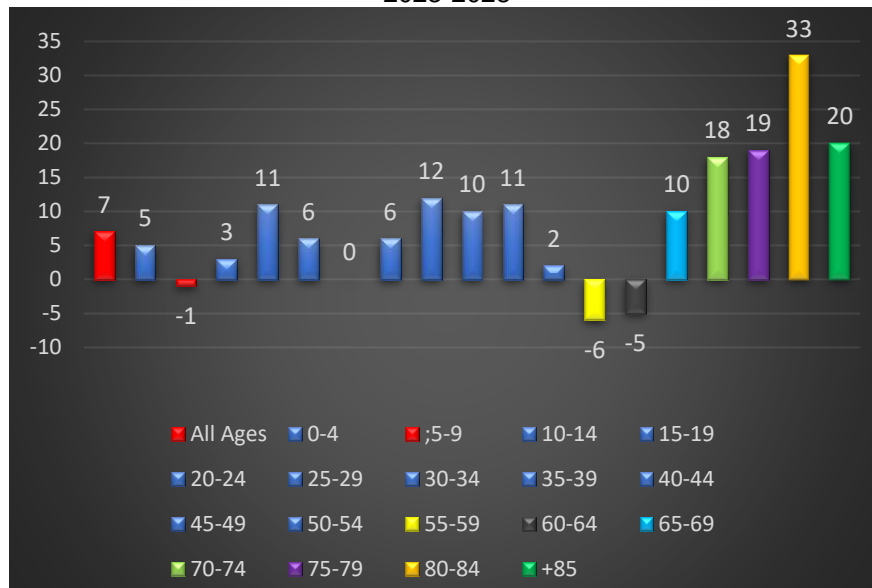


**Appendix 3**  
 Top 5 Racialized Population Growth by Group  
 2021 – 2041 (000)

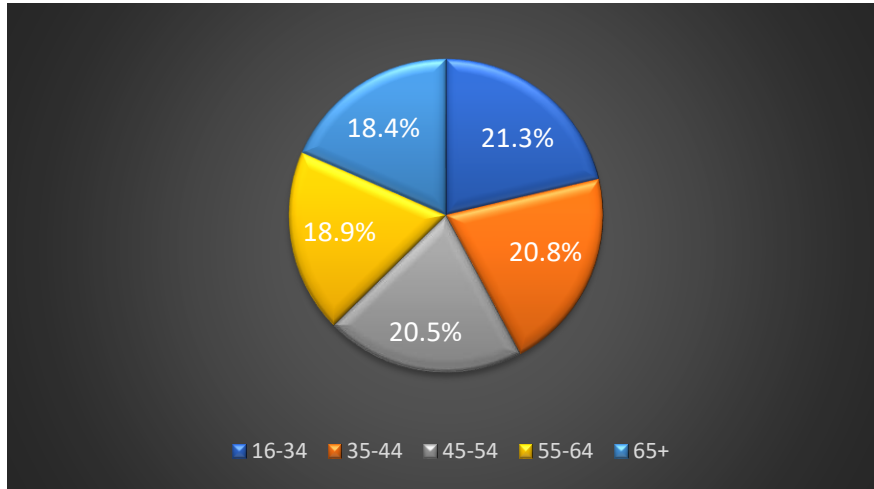


**2021: All groups population: 10,017,000**  
**2041 Projected all group population: 19,524,000.**

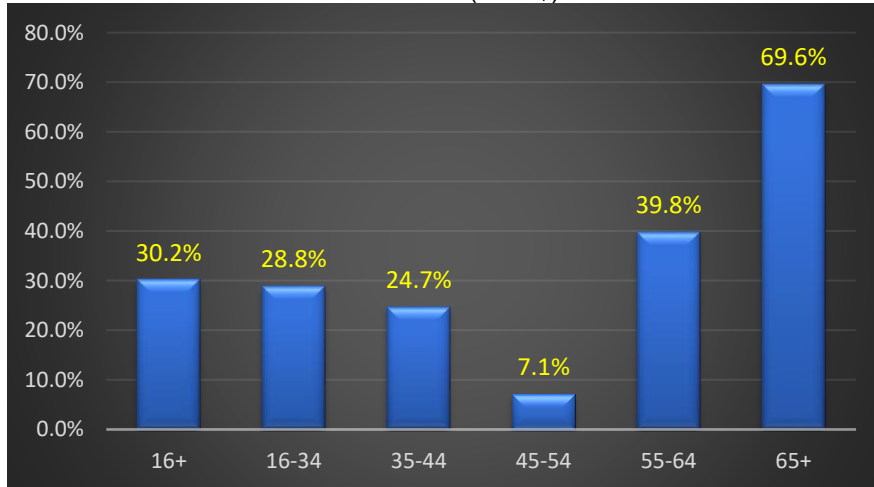
**Appendix 4**  
 Projected Population Change (%) by Age  
 2023-2028



**Appendix 5**  
2021 Distribution of Income



**Growth in Total Income**  
2011-2121 (2121\$)



**Appendix 6**  
Net Worth of Canadian Households  
Q4, 2022



## RICHARD BAKER

### Food Distribution Guy,

I am the President and Founder of Food Distribution Guy. Our mandate is to ensure our principles' success is sustainable long-term in the Canadian grocery sector.

Food Distribution Guy's Value Proposition for Our Client's Success:

1. Fifteen + (15+) years of branding, marketing, and sales expertise in Canada's grocery sector.
2. Our "4" Keys to Success:
  - a. What is your brand's unique point of difference?
  - b. What value does your brand bring to the category?
  - c. Is your brand's suggested retail competitively priced?
  - d. How will the brand support its launch to increase consumer awareness?
3. We align and manage our principal's sales (broker, and / or distributor), marketing (if required), and logistic solutions which allow our principals to manage their day-to-day business.
4. We keep our principals updated on the "Pulse" of the:
  - 1) Canadian grocery sector,
  - 2) Canadian consumers, and
  - 3) Their respective category.
5. We keep our clients abreast of the activities in the Canadian grocery sector for their top 3 competitors.

We understand the grocery landscape, and we will assist you in navigating through it. Your brand will receive the attention to detail it requires.



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