



Euromonitor  
International

# Sustainability in Canada

December 2023

Table of Contents

## Sustainability in Canada

### SCOPE

Chart 1 - Sustainability Country Report Scope 2023

### KEY FINDINGS

Chart 2 - Sustainability Country Report Main Findings 2023

### INTRODUCTION

Chart 3 - Sustainability Market in Canada: Key Metrics by Industry 2022

### CONSUMER BEHAVIOUR

Environmental awareness

Chart 4 - Consumers' Sustainability Awareness and Actions in Canada 2019-2023

Green actions

Chart 5 - Consumers' Environmental Action in Canada 2023

Trust in green labels

Chart 6 - Consumer Trust in Product Claims in Canada 2023

Shopping preferences

Chart 7 - Consumer Circular Shopping Preferences in Canada 2023

Sustainable consumer types

Chart 8 - Sustainable Consumer's Types in Canada 2023

Chart 9 - Zero Wasters: Largest Consumer Type in Canada 2023

### MARKET SIZE

Chart 10 - Sustainability Market Size By Industry in Canada 2021-2022

Sustainability Attributes with the biggest market sizes in Canada

Chart 11 - Sustainability Market Size for the Top 10 Attributes by Industry in Canada, USD Million 2022

Chart 12 - Sustainability Market Size for the Top 10 Attributes by Industry in Canada, USD Million 2022

### SUSTAINABLE PRODUCTS

Chart 13 - Beauty and Personal Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Canada 2022

Chart 14 - Staple Foods: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Canada 2022

Chart 15 - Soft Drinks: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Canada 2022

Chart 16 - Dairy Products and Alternatives: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Canada 2022

Chart 17 - Snacks: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Canada 2022

Chart 18 - Consumer Health: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Canada 2022

Chart 19 - Cooking Ingredients and Meals: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Canada 2022

Chart 20 - Pet Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Canada 2022

Chart 21 - Tissue and Hygiene: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Canada 2022

Chart 22 - Hot Drinks: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Canada 2022

Chart 23 - Home Care: Shopper Satisfaction vs Price Positioning and Product Availability of SKUs with the Top 10 Sustainability Attributes in Canada 2022

### COMPETITOR ANALYSIS

Chart 24 - Top 10 Companies: Company Sales of SKUs with Sustainability Attributes in Canada, 2021-2022

Chart 25 - Top 10 Companies: Product Availability of SKUs with Sustainability Attributes in Canada, 2021-2022

## SEIZING THE OPPORTUNITY – BY INDUSTRY

Chart 26 - Beauty and Personal Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Canada

Chart 27 - Staple Foods: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Canada

Chart 28 - Soft Drinks: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Canada

Chart 29 - Dairy Products and Alternatives: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Canada

Chart 30 - Snacks: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Canada

Chart 31 - Consumer Health: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Canada

Chart 32 - Cooking Ingredients and Meals: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Canada

Chart 33 - Pet Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Canada

Chart 34 - Tissue and Hygiene: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Canada

Chart 35 - Hot Drinks: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Canada

Chart 36 - Home Care: Product Availability in 2022 and Change in Product Availability (2021-2022) of SKUs with the Top 10 Sustainability Attributes in Canada

## SEIZING THE OPPORTUNITY – BY KEY ATTRIBUTE GROUP

Chart 37 - No Artificial Ingredients Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Canada 2022

Chart 38 - Diets Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Canada 2022

Chart 39 - Sustainable Packaging Claims: Consumer Survey, Shopper Satisfaction and Product Availability of SKUs with Sustainability Attributes in Canada 2022

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sustainability-in-canada/report](https://www.euromonitor.com/sustainability-in-canada/report).