



# Cost of Living Report

Navigating profitably through market challenges

Canada 2022



## Cost of Living Report 2022

With noticeable inflation increases across 2022 and subsequent cost of living rises, it is essential to understand how this has impacted consumers already and how it will impact them moving forward.

As a majority of On Premise venues look, in part, to try and manage noticeable increased operating costs with price rises to customers, exploring anticipated behaviours of those visiting bars and restaurants is key.

Due to overwhelming demand from partners in Canada, CGA by NielsenIQ are surveying a nationally representative group of 2,500 Canadian consumers to quantify this. This is made up of:

- 2,000 active On Premise visitors
- 500 lapsed On Premise visitors

Analysis will be viewed at the Total Canada Level, with Provincial nuances and focus areas within specific population densities (Urban, Suburban, Rural) also explored.





## Key topics include:

- + How much extra would consumers be willing to pay for visits to their favourite restaurants
- + How important eating and drinking out is compared to other leisure activities, and what are the reasons behind spending less or more in venues presently vs moving forward
- + What occasions are being prioritized for On Premise visits, and where are these venues located (as well as how people are travelling to and from them)
- + Current and future frequency of On Premise visits, by venue type and the reasons for this
- + What do consumers enjoy most about their visits to the On Premise
- + Seasonal behaviours – how do preferences and choices change between Fall and Winter vs. Spring and Summer
- + What drink categories are being consumed and the factors influencing this
- + Premiumization opportunities for brands and what categories and channels these are best leveraged in



The comprehensive report will provide robust insights and recommendations designed to enable suppliers and operators to profitably navigate market challenges.

**Investment: \$10,000 CAD**

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