



A new age of values-driven shopping is upon us. Are you ready?



Your shoppers are thinking about you in a whole new way.

Almost two-thirds of all Canadian shoppers are re-examining their personal values and prioritizing what's most important to them in life. They are then signaling those values through the purchase decisions they make by seeking brands aligned with their personal beliefs.

That means every aspect of your brand will be closely watched, from product and promotion, to packaging and shipping, to the size of your footprint and the authenticity of your public positions. Let's look at who these new shoppers are, what they expect, and what that means for your brand.

1 in 5



Over the past year, nearly one in five (16%) Canadian shoppers have stopped purchasing from brands they previously purchased from regularly. Many did so because the brand no longer matched their personal values. The prevalence of brand switching is highest among the Millennials (20%) and Gen Z (18%).



Taking it all into consideration

Though price and quality remain top purchase motivators, shoppers are making room for other purchasing considerations, including the environmental, social, and ethical impacts of their purchases.

Today, shoppers want to know if brands:

- 43% Are a Canadian business
- 39% Take steps to protect the shopper's health and safety
- 37% Carry Canadian-made products
- 35% Treat employees well
- 27% Protect the environment
- 25% Carry sustainably or ethically sourced products
- 35% Are a local business
- 25% Have strong values and are genuinely committed to doing the right thing
- 21% Are a small business
- 11% Are owned and operated by underrepresented community members (e.g., Black, Indigenous)
- 11% Are owned and operated by women



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Three ways to engage values-driven shoppers



Every brand is going to approach attracting values-driven shoppers in different ways. But here are three basics that all brands should consider.

1. Clearly state – and live – your values

Shoppers want to see their values reflected by the brands they support. So show them. Define and clearly communicate your brand's mission and values – and then live them out in every interaction. That's the key, as authentic brands resonate more powerfully with consumers.

2. Use sustainable packaging

What does your packaging say about you? A lot. The first physical interaction shoppers have with an ecommerce brand is often through packaging. Use it to make a statement about your brand identity and values by avoiding excessive or wasteful packaging.

For tips on how to optimize your packaging, visit canadapost.ca/PackagingGuide.

3. Choose an eco-friendly delivery partner

The way ecommerce orders get delivered has a substantial impact on a brand's carbon footprint. When choosing a delivery partner, consider the sustainability of their delivery model and the steps they're taking to reduce their environmental footprint.

For new research on what drives sustainability in ecommerce delivery, visit canadapost.ca/SustainabilityReport.



GET INSPIRED: Read how [Nespresso Canada](#) brewed up a hot way to reduce its environmental impact through a unique pod recycling partnership.



Navigating Generational Divides

Every generation cares about price, quality, and brand, but there are some differences among the age cohorts about what other factors they place a high priority on. If your brand appeals to a certain cohort, homing in on its key concerns is a huge factor in your success. Here are the top three values-based concerns among each generation.



Gen Z	Employee wellbeing	30%
	Environment	28%
	Buying Canadian	27%

Boomers	Buying Canadian	57%
	Canadian sourcing	51%
	Buying local	44%

Millennials	Buying Canadian	33%
	Employee wellbeing	31%
	Buying local	29%

Pre-Boomers	Buying Canadian	62%
	Canadian sourcing	55%
	Buying local	49%

Gen X	Buying Canadian	39%
	Canadian sourcing	32%
	Buying local	32%

Source: All stats are from Phase 5, Canadian Online Shopper Study, May 2022.



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