



The 'Buy Canadian' sentiment remains strong across the country, even if choosing Canadian means paying a premium.

October 15, 2026: Canadians show a strong preference for Canadian-grown and Canadian-packaged groceries, even when they cost more. Eight in ten (80%) would choose Canadian groceries priced at \$120 rather than comparable U.S. groceries priced at \$100 Canadian. Compared with a year ago, results show that shoppers have not only maintained their position of wanting to support Canadian products, but the sentiment has in fact strengthened slightly.

Grocery Choices: Canadian vs. U.S.

Overall % choosing each option at the stated grocery prices



Among those who selected the Canadian option, seven in ten (70%) would continue to choose Canadian groceries if the price increased to \$140 while the U.S. option remained \$100 Canadian.

At the \$120 price point, preference for the Canadian option is higher among older Canadians (aged 62 and up, 87%) compared with younger residents (aged 18 to 29, 75%), 30 to 45 (75%) or 46 to 61 (76%). Women are also more likely than men to choose the Canadian option (84% versus 77%).

At the \$140 price point, younger Canadians become less likely to remain with the Canadian option (57% of those aged 18 - 29) compared with those aged 46 and up (72%). Those with household incomes of \$60,000 to \$99,999 are also more likely to choose the \$140 Canadian option than those with household incomes of \$100,000 or more (74% versus 64%). No highlighted regional differences appear for either price comparison.

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Results are from an online survey conducted in partnership between Narrative Research and the Logit Group. The survey was conducted between September 21 and 28, 2026 with 1,230

Canadians, 18 years of age or older from the Logit Group's online Canadian Omnibus. Data were weighted based on the 2021 Census, by gender, age, and region to reflect actual population distribution. For more information, please contact:

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Narrative Research (www.narrativeresearch.ca), is a non-partisan, 100% Canadian-owned, research company, certified as a Women Business Enterprise (WBE). Narrative Research provides clients with state-of-the-art research and strategic consulting services.

The Logit Group (<https://logitgroup.com/>) is a leading North American data collection and market research execution company headquartered in Toronto, conducting large-scale projects for a variety of well-known research agencies and brands. Logit employs industry-best technologies across an array of methodologies, and is independent, experienced and quality-oriented.

The questions asked were:

Imagine you are at the grocery store and you are given the following choice. Which option would you choose? (120 CDN)

- *The groceries you seek cost 120 Canadian dollars and the food has entirely come from farms in Canada and has been entirely packaged by Canadian manufacturers*
- *The same groceries you seek cost 100 Canadian dollars and the food has entirely come from farms in the United States and has been entirely packaged by American manufacturers*

[IF 'YES'] Imagine you are at the grocery store and you are given the following choice. Which option would you choose? (140 CDN)

- *The groceries you seek cost 140 Canadian dollars and the food has entirely come from farms in Canada and has been entirely packaged by Canadian manufacturers*
- *The same groceries you seek cost 100 Canadian dollars and the food has entirely come from farms in the United States and has been entirely packaged by American manufacturers*

QNR1 - Imagine you are at the grocery store and you are given the following choice. Which option would you choose? (120 CDN)

		REGION					ATLANTIC REGION			AGE				GENDER	
	OVERALL %	BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-29 (GEN Z)	30-45 (MILLENNIAL)	46-61 (GEN X)	62+ (BOOMER)	Male	Female
The groceries you seek cost 120 Canadian dollars and the food has entirely come from farms in Canada and has been entirely packaged by Canadian manufacturers	80%	77%	84%	79%	81%	86%	84%	86%	85%	75%	75%	76%	87%	77%	84%
The same groceries you seek cost 100 Canadian dollars and the food has entirely come from farms in the United States and has been entirely packaged by American manufacturers	20%	23%	16%	21%	19%	14%	16%	14%	15%	25%	25%	24%	13%	23%	16%
WEIGHTED SAMPLE SIZE (#)	1230	171	217	476	282	83	20	25	35	128	203	395	504	596	626
UNWEIGHTED SAMPLE SIZE (#)	1230	143	179	385	239	284	64	88	118	142	321	340	427	522	700

QNR2 - [IF 'YES' IN QNR1] Imagine you are at the grocery store and you are given the following choice. Which option would you choose? (140 CDN)

		REGION					ATLANTIC REGION			AGE				GENDER	
	OVERALL %	BC/North	Prairies	ON	QC	Atl	NL	NB	NS	18-29 (GEN Z)	30-45 (MILLENNIAL)	46-61 (GEN X)	62+ (BOOMER)	Male	Female
The groceries you seek cost 140 Canadian dollars and the food has entirely come from farms in Canada and has been entirely packaged by Canadian manufacturers	70%	64%	71%	74%	67%	74%	78%	68%	75%	57%	72%	72%	72%	72%	69%
The same groceries you seek cost 100 Canadian dollars and the food has entirely come from farms in the United States and has been entirely packaged by American manufacturers	30%	36%	29%	26%	33%	26%	22%	32%	25%	43%	28%	28%	28%	28%	31%
WEIGHTED SAMPLE SIZE (#)	988	132	182	374	229	71	17	21	29	96	152	300	440	460	525
UNWEIGHTED SAMPLE SIZE (#)	994	108	149	301	194	242	55	74	100	106	246	266	376	403	588