# 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.



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





products



## 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**.

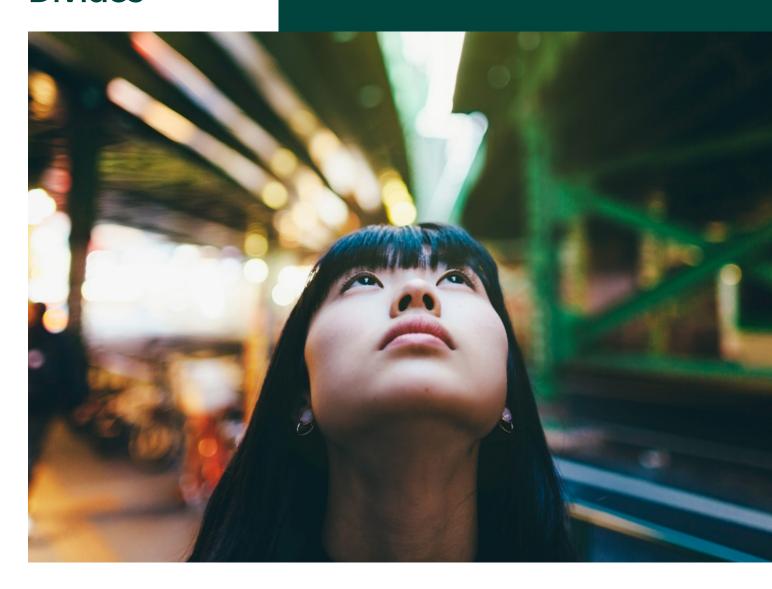






## Navigating Generational Divides

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 Environment Buying Canadian	30% 28% 27%	Boomers		Buying Canadian Canadian sourcing Buying local	57% 51% 44%
Millennials	Buying Canadian Employee wellbeing Buying local	33% 31% 29%	Pre-Boomers		Buying Canadian Canadian sourcing Buying local	62% 55% 49%
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Gen X

Buying Canadian

Canadian sourcing

Buying local

39%

32%

32%

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



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