

# LCBO GROCERY OPERATIONS

## Spring Product Insight & Trends

Most Consumers make their plans 2 wks ahead of Easter

**8 in 10 Canadians** planned to celebrate Easter in 2023

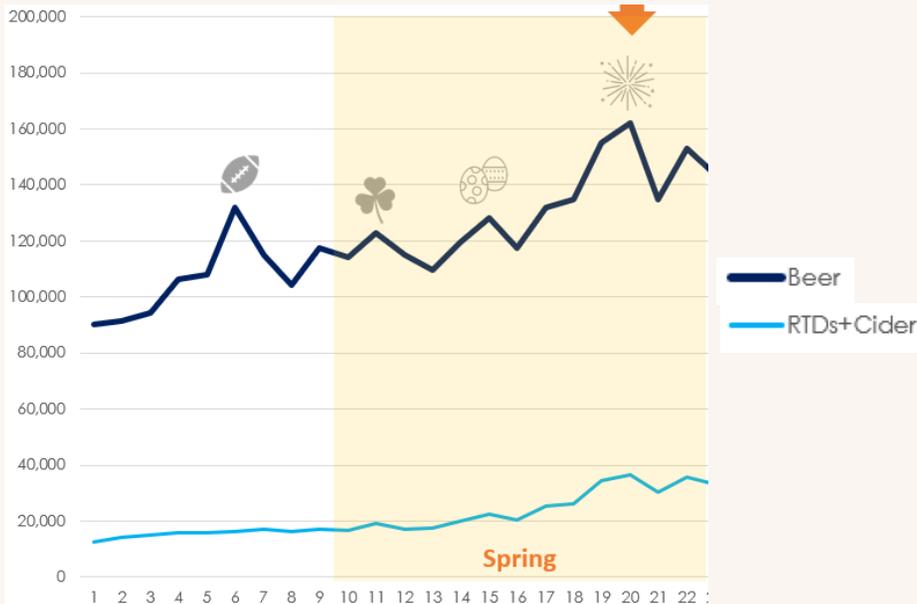
- Gen X and Boomers are more likely to celebrate Easter overall, while Gen Z and Millennials are more likely to travel for the holiday.

**53%** of those planning to Celebrate Easter make their plans 1-2wks in advance

**63%** of those intending to celebrate Easter plan to buy Food, and **25%** are planning to buy Alcohol Beverages.

Source: Numerator .2023 Canadian Holiday Intentions Preview. January 2023 / Numerator Shopper Panel. Latest 52 wks. pe Jan 08, 2023

## Victoria's Day is the TOP 5 week of the year!



Source: Total Ontario Beer / RTD + Cider Sales (HL), 2022

## Upcoming Holidays:

**St Patricks Day:** Friday March 17, 2023

**Easter:** Sunday April 9, 2023

**Victoria Day:** Monday May 22, 2023



Product Name: Tom Gore Chardonnay  
LCBO# 458810  
Volume: 750ml  
Supplying Source: LCBO



Product Name: Miller Lite  
LCBO# 558940  
Volume: 2838ml  
Supplying Source: TBS

## Canadian consumers expect inflation to impact their Easter celebrations

- Over half of the consumers expect inflation or a potential economic slowdown to impact their 2023 holiday celebrations and shopping.
- 35% of Consumers said, they plan to spend less this year on their Easter celebrations.

Consumers are looking for different ways to save:

- **60%** of shoppers say they'll buy holiday items on sale
- **33%** said they will use more coupons, and **28%** said they will prepare more budget-friendly foods

Source: Numerator .2023 Canadian Holiday Intentions Preview. January 2023 / Numerator Shopper Panel. Latest 52 wks. pe Jan 08, 2023