

# THE CANADIAN OUTLOOK

Consumer signals & brand impacts in Q1 2025

We tapped into our agnostic data network to identify critical trends that are impacting the Canadian market and shaping consumer decisions.



**Mounting Pressure in Key Sectors, with CPG and Automotive Ad Spend Down Year-Over-Year**

**-25%** decrease in ad spend for CPG, Auto, and QSR brands (as of March)

QSRs saw the largest drop (-82%), while CPG (-2%) and Auto (-28%) also experienced significant shakeups in their advertising plans.

With fewer ads in-market, this creates opportunities for agile Canadian brands to gain visibility and build stronger connections with consumers actively seeking brands that align with their values — like supporting local.

**62%** of Canadians are prioritizing locally made goods

Brands that dynamically customize messaging, feature Canadian-made products, or visibly demonstrate their support for the domestic economy will resonate more deeply and drive better campaign outcomes.

Marketers should be leveraging real-time data to follow shifting consumer intent, and leaning into contextual, value-driven storytelling that aligns with today's cautious, community-minded shopper.





Consumers visiting grocery stores and restaurants less, value-driven options like fast food gains momentum

### **-50%** decrease in dining-out drops year-over-year

A strong opportunity for fast food brands to attract audiences through targeted loyalty programs, app-based deals, and hyperlocal offers. By leveraging visitation data, brands can identify and segment fast-food diners — from value hunters to convenience-driven consumers to healthy indulgers — and tailor promotions that resonate in real time.

### **-2.5%** decrease in grocery store visits

Canadian consumers continue to seek deals as rising prices push them to actively seek out deals, prioritizing value over proximity. It's increasingly important for brands to communicate hyperlocal offers and price-driven promotions to capture attention where it matters most.

**Brands should lean into hyperlocal DOOH and mobile-connected campaigns to drive in-store visits, capture real-time intent, and optimize toward high-performing, purchase-ready audiences.**

**8%**

increase in QSR visits climb since 2023



Invest in customer loyalty with personalized experiences, exclusive offers, and timely messaging

Consumers aren't just facing temporary uncertainty — it's a cultural shift.

### **50%** of Canadians are becoming more selective about where they spend

It's not just about price, but values, transparency, and relevance. Consumers want to know where products come from and how brands respond in tough times.

Marketers must move from broad, generic campaigns to data-driven, intent-based strategies. By leveraging visitation insights and adapting to real-time consumer behavior, brands can adjust messaging, and optimize channels mid-campaign.

**It's about staying fast, smart, and locally relevant in a more cautious market.**





## Navigating uncertainty with data-driven insights

**Adapt Quickly:** Ensure your investment works hard for you, with precision audience targeting - responding to changing consumer intent and behaviours in real-time.

**Optimize Media:** Make and apply informed decisions towards your channel-mix and creative based on actual visitation trends, brand/competitor sales data, and more.

**Local Relevance:** Address growing demand for locally sourced products, and transparent brand best practices through the power of creative.

## With MiQ, you're in safe hands

Marketers need more than just data - they need dependable pre-campaign insights delivered regularly to drive outcomes and efficiencies. MiQ's programmatic solutions are tailor-made for agility with innovation at their core, ensuring you're always equipped to respond with confidence.

**Connecting insights, activation and measurement all in one place.**

To get started with MiQ Commerce, reach out to us at [wearemiq.com/contact](https://wearemiq.com/contact) or connect with your MiQ representative today.



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Sources: MiQ Yearly Spend & Footfall Data, Retail Insider 2025, TD Economics, Bank of Canada, Restaurants Canada