

# STATE OF THE FOOD & CONSUMER PRODUCTS INDUSTRY\*

## INDUSTRY FACTS AT A GLANCE:

### RETAIL

- **SALES:** over \$70.1 billion†, making it the second largest retail sector in Canada
- **DOLLAR SALES GROWTH:** 5.2%
- **EMPLOYMENT:** 455,200 Canadians, an increase of 4.3% versus one year ago
- **NUMBER OF STORES:** 24,048
- **PAYROLL:** over \$10 billion
- **SHOPPING TRIPS:** average Canadian makes over 228 trips per year to all stores spending on average \$38.00 per trip
- **PERCENTAGE OF INCOME SPENT ON GROCERY PRODUCTS:** 9.1%, one of the lowest in the world
- **CANADIANS ENJOY THE MOST COMPETITIVE SHOPPING ENVIRONMENT IN THE WORLD:** Consumers have a choice of many alternative stores, such as drug, convenience and club stores, to maximize the value they receive.

† retail sales are calculated by adding together grocery and other food store category as reported by Stats Canada data

### MANUFACTURING

- **SHIPMENTS:** \$80 billion
- **GROWTH:** 1.8%
- **EMPLOYMENT:** 325,000 Canadians, making it the largest employer in the manufacturing sector
- **GROSS DOMESTIC PRODUCT:** \$22 billion, representing approximately 13% of Manufacturing GDP
- **MANUFACTURING FACILITIES:** 6,685 (2002 data)
- **EXPORTS:** \$21 billion
- **MEETING CANADIANS' NEEDS FOR HEALTH, CLEANLINESS AND CONVENIENCE:** Fastest growing categories include refrigerated entrees, frozen fruit, bagged leaf vegetables, natural health supplements, blood pressure monitors, surface cleaning equipment, fabric refreshers and air care.

Source: Stats Canada 2003 data and ACNielsen 2004 data (unless otherwise noted)

Through industry associations, manufacturers, distributors and retailers work together to provide the best possible products and reduce costs for consumers through:

- technology enhancements that introduce efficiencies for the entire supply chain;
- scientific advancements to ensure we take advantage of the latest international learning; and
- development of industry standards (such as product recall process and electronic commerce) and working within the regulatory framework (such as *Food & Drugs Act*) to ensure high quality, safe products.



## INDUSTRY CONTRIBUTES TO CANADIAN COMMUNITIES

Our industry has been active supporters of daily life in the communities where we live, serve and do business for many years. Collectively, our industry:

- contributes an estimated \$100 million in cash donations annually;
- donates over 5 million bags of groceries annually to Canadians in need; and
- promotes healthy active lifestyles through community-based, school-based and workplace programs.



\* food and consumer products industry includes food and non-food consumable goods (such as household cleaning products, paper products and health & beauty aids) sold through grocery, club stores, mass merchandisers, drug, and convenience, as measured by ACNielsen MarketTrack



Canadian Council of Grocery Distributors  
Conseil canadien des distributeurs en alimentation



CANADIAN FEDERATION OF INDEPENDENT GROCERS  
FÉDÉRATION CANADIENNE DES ÉPICIERS INDÉPENDANTS

FCPC  
Food & Consumer Products of Canada

PACC  
Produits alimentaires et de consommation du Canada