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CONSUMERS & BRANDS

Grocery delivery: BulkBarn users in Canada

Consumer Insights report

Consumer Insights
by **statista** 

June 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of BulkBarn users in Canada: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark BulkBarn users in Canada (“brand users”) against Canadian grocery delivery users in general (“category users”), and the overall Canadian consumer, labelled as “all respondents” in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including Canada)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 01

Management summary

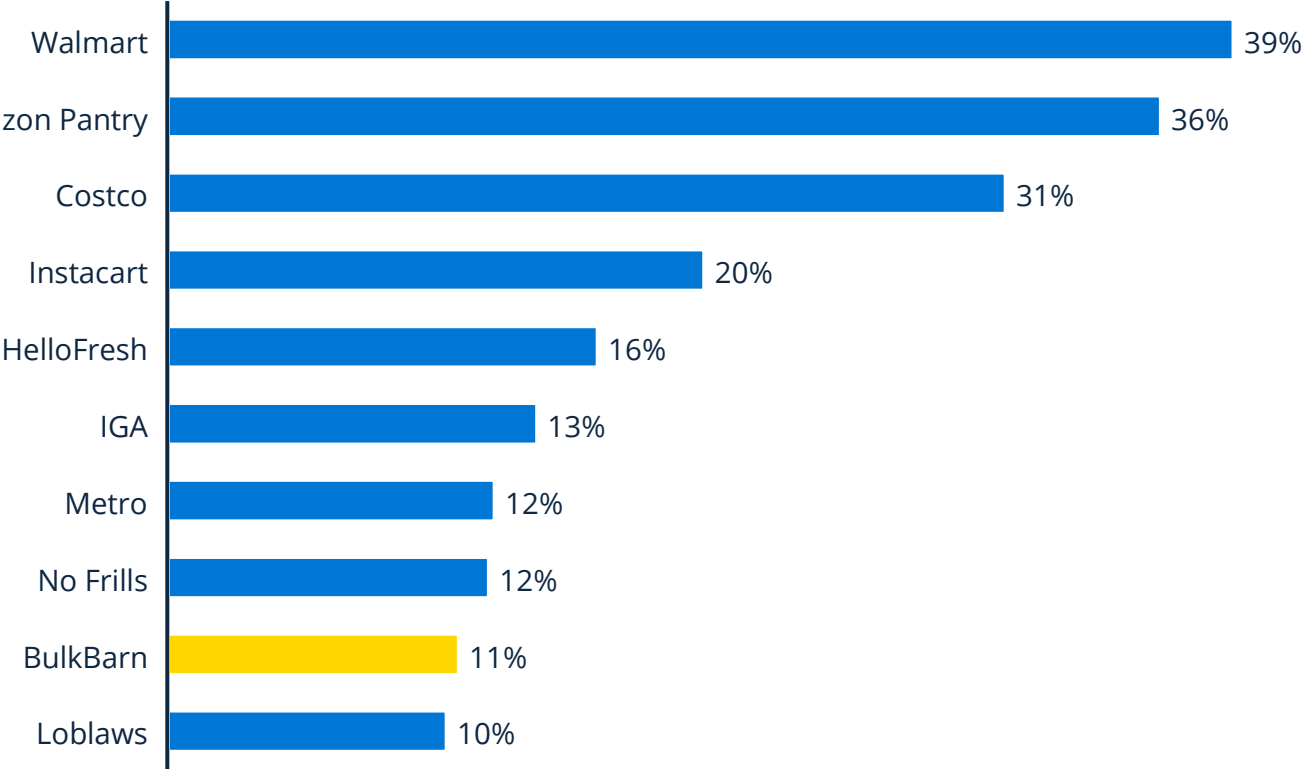
- Brand usage
- Key insights



BulkBarn is the ninth most used grocery delivery service in Canada with Walmart in first place

Management summary: brand usage and competition

Top 10 most used grocery delivery services in Canada



4 Notes: "From which of these providers have you ordered groceries, beverages or meal kits online in the past 12 months?"; Multi Pick; Base: n=901 grocery delivery users

Sources: [Consumer Insights Global](#) as of June 2024

BulkBarn users in Canada

Management summary: key insights

Demographic profile

BulkBarn is more popular among Generation Z than other grocery delivery services.

BulkBarn is more popular among male grocery delivery users than female grocery delivery users.

BulkBarn has a larger share of users with a high income than other grocery delivery services.

23% of BulkBarn users live in medium-sized towns.

Consumer lifestyle

Success and career advancement are relatively important to BulkBarn users.

Vehicles and mobility are relatively prevalent interests of BulkBarn users.

Photography is a relatively popular hobby among BulkBarn users.

Consumer attitudes

It stands out that 32% of BulkBarn users do not enjoy cooking.

16% of BulkBarn users are early adopters, when it comes to innovation.

A relatively high share of BulkBarn users think that civil rights are issues that need to be addressed.

Marketing touchpoints

TikTok is more popular among BulkBarn users than the average grocery delivery user.

BulkBarn users remember seeing ads on editorial websites and apps more often than other grocery delivery users.

CHAPTER 02

Demographic profile

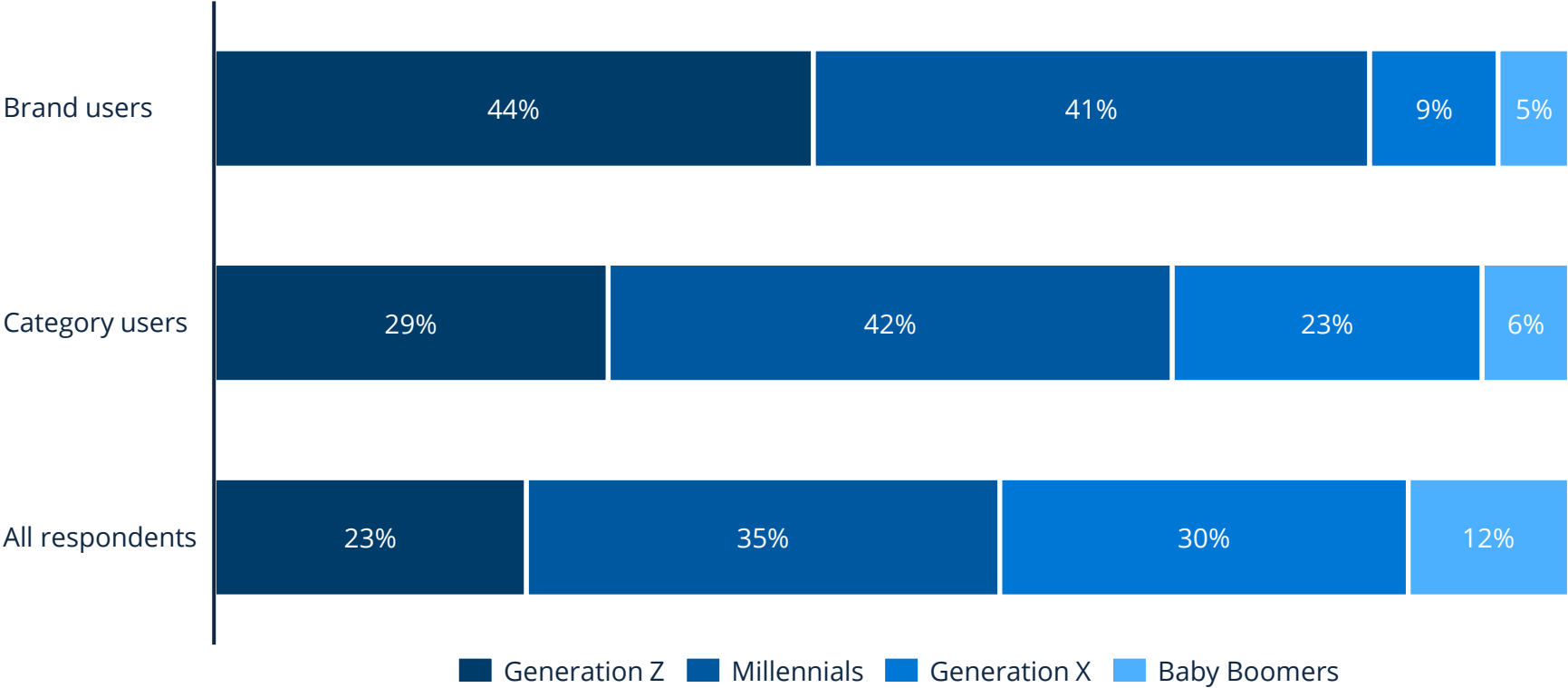
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



BulkBarn is more popular among Generation Z than other grocery delivery services

Demographic profile: generations

Age of consumers in Canada

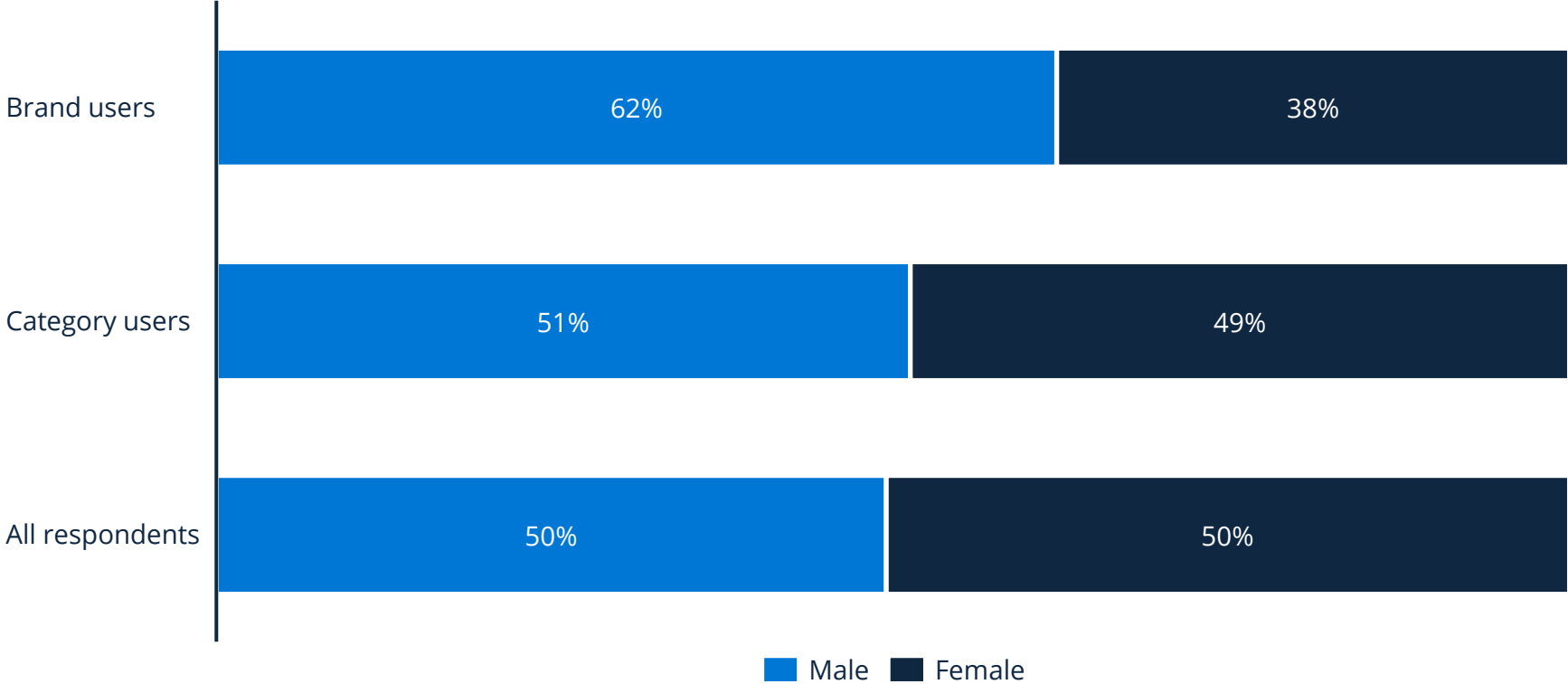


BulkBarn is more popular among male grocery delivery users than female grocery delivery users

Demographic profile: gender



Gender of consumers in Canada



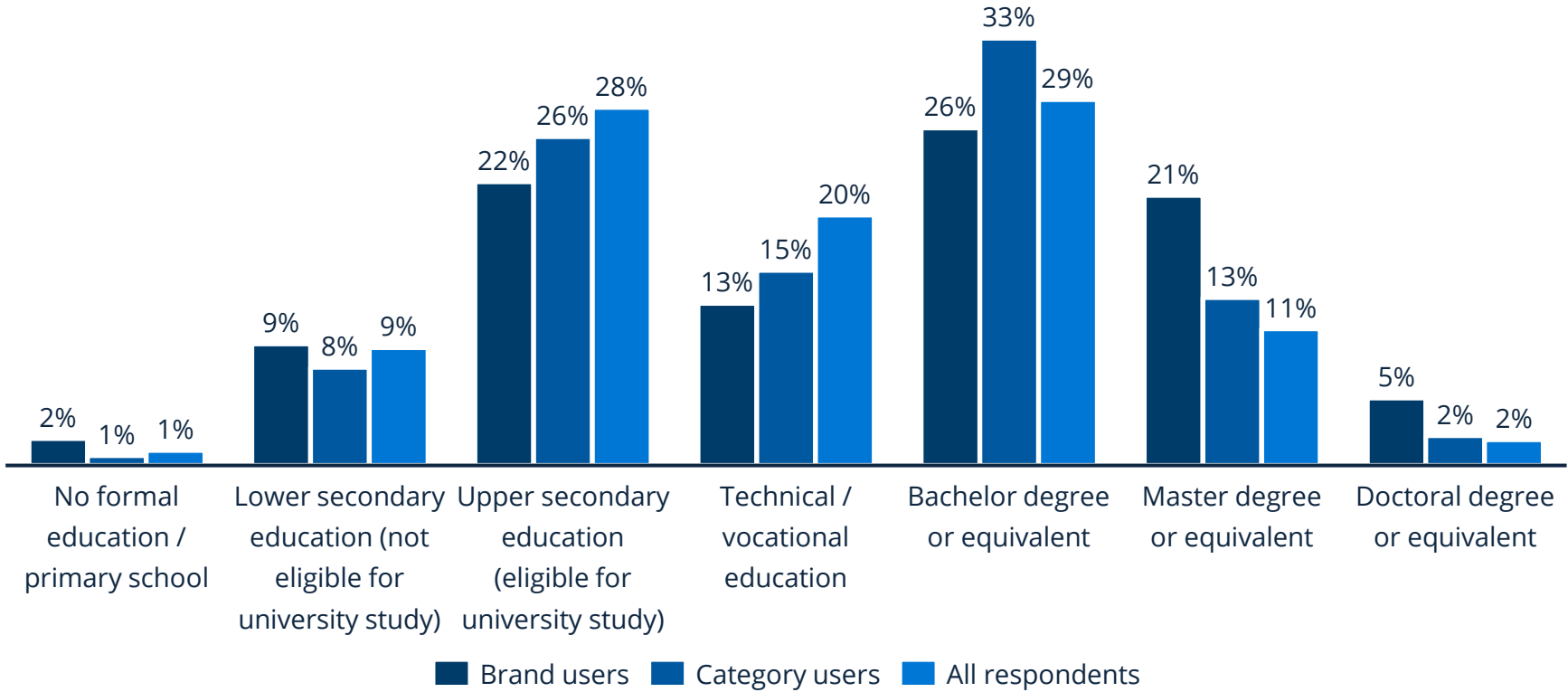
8 Notes: "What is your gender?"; Single Pick; "From which of these providers have you ordered groceries, beverages or meal kits online in the past 12 months?"; Multi Pick; Base: n=95 BulkBarn users, n=901 grocery delivery users, n=12,127 all respondents

Sources: [Consumer Insights Global](#) as of June 2024

53% of BulkBarn users have a college degree

Demographic profile: education

Consumer's level of education in Canada



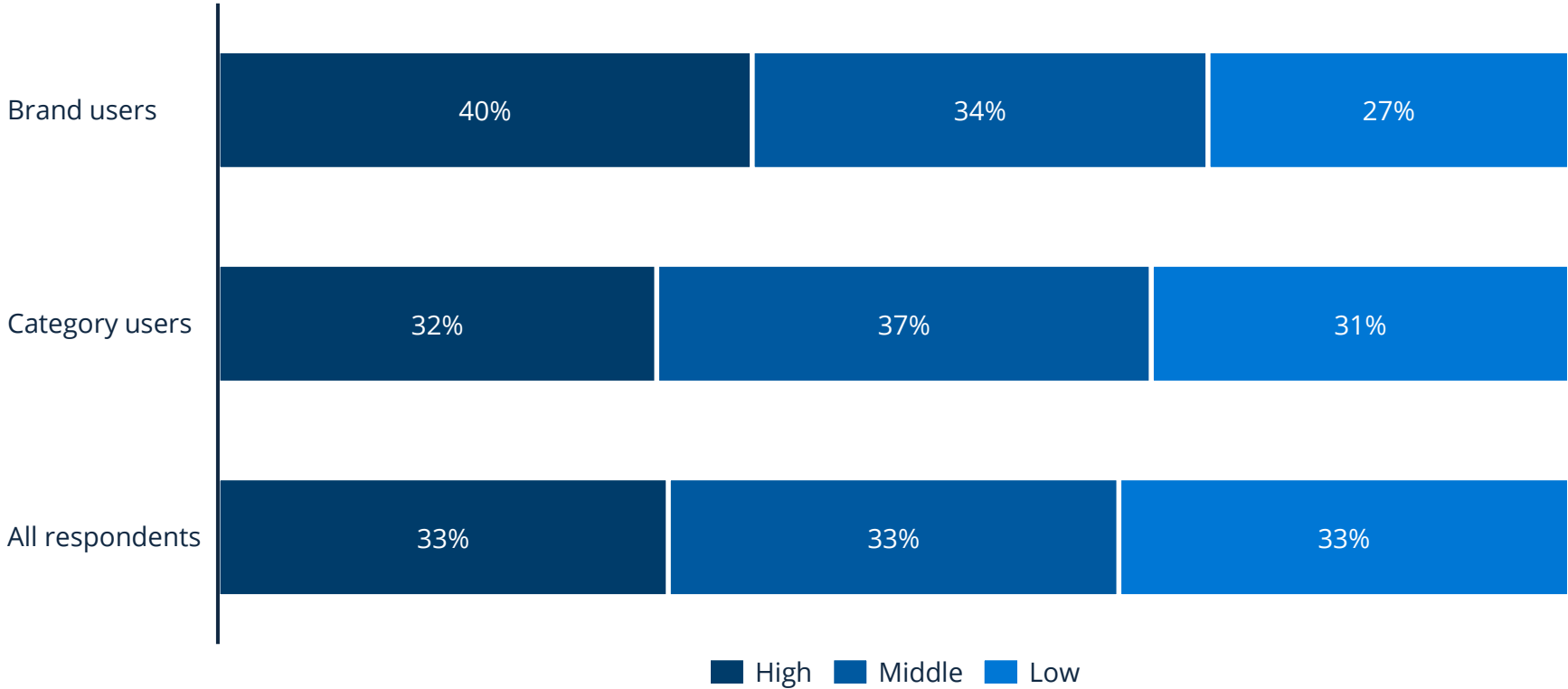
9 Notes: "What is the highest level of education you have completed?"; Single Pick; "From which of these providers have you ordered groceries, beverages or meal kits online in the past 12 months?"; Multi Pick; Base: n=95 BulkBarn users, n=901 grocery delivery users, n=12,127 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

BulkBarn has a larger share of users with a high income than other grocery delivery services

Demographic profile: income



Share of consumers in Canada in the high, middle, and low thirds of monthly household gross income

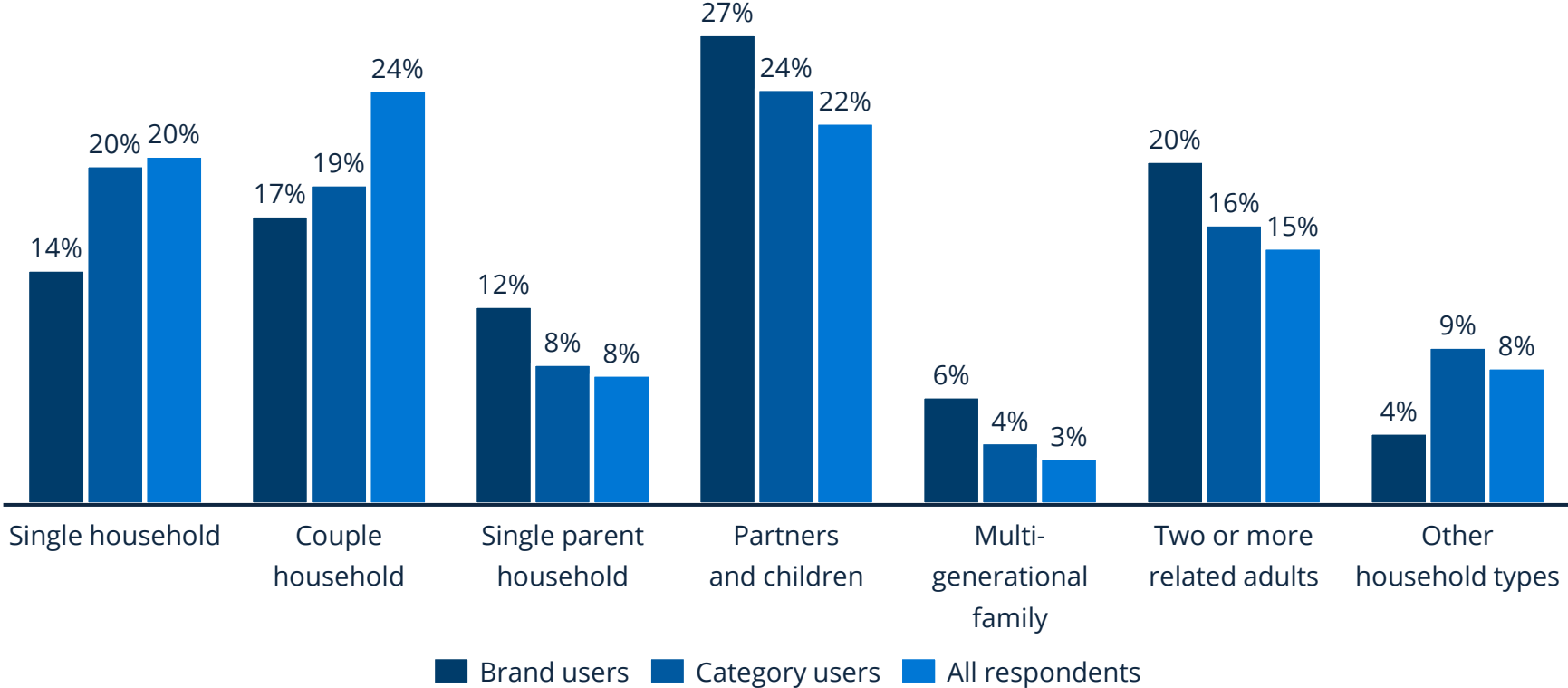


10 **Notes:** Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "From which of these providers have you ordered groceries, beverages or meal kits online in the past 12 months?"; Multi Pick; Base: n=95 BulkBarn users, n=901 grocery delivery users, n=12,127 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Compared to other grocery delivery users, BulkBarn users are relatively likely to live in a household of two or more related adults

Demographic profile: household classification

Type of households in which consumers in Canada live



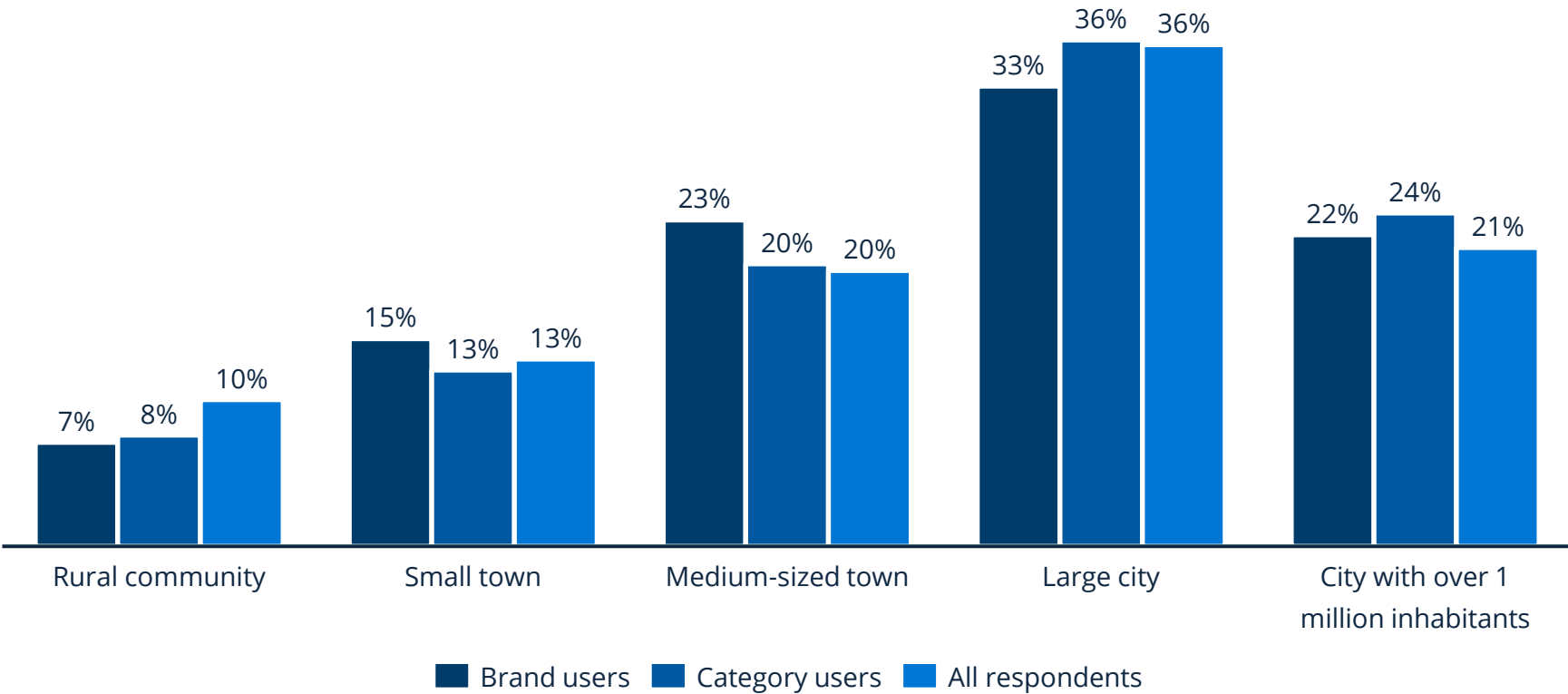
11 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "From which of these providers have you ordered groceries, beverages or meal kits online in the past 12 months?"; Multi Pick; Base: n=95 BulkBarn users, n=901 grocery delivery users, n=12,127 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

23% of BulkBarn users live in medium-sized towns

Demographic profile: type of community



Communities where consumers live in Canada

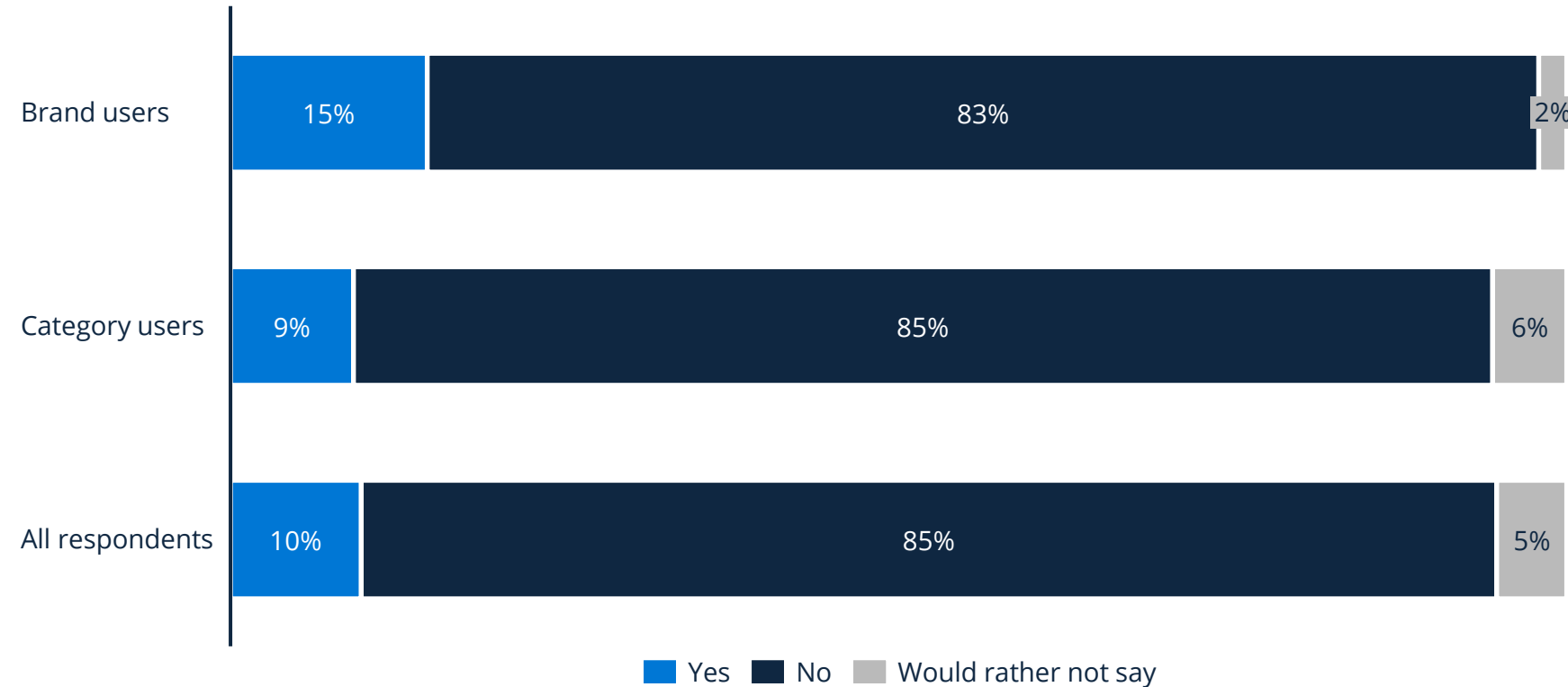


12 **Notes:** "In what type of community do you live?"; Single Pick; "From which of these providers have you ordered groceries, beverages or meal kits online in the past 12 months?"; Multi Pick; Base: n=95 BulkBarn users, n=901 grocery delivery users, n=12,127 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

15% of BulkBarn users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Canada



CHAPTER 03

Consumer lifestyle

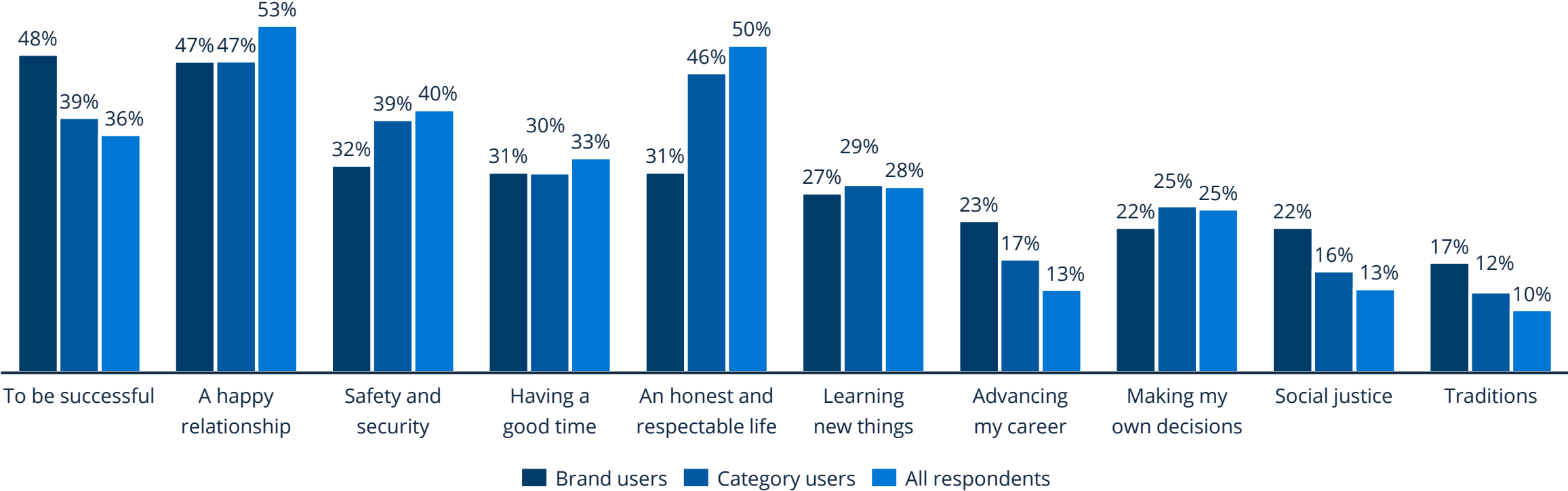
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



Success and career advancement are relatively important to BulkBarn users

Consumer lifestyle: life values

Most important aspects of life for consumers in Canada



15 Notes: "Out of the following list, which are the 3 most important aspects to you in life? Please choose exactly 3.," Multi Pick; "From which of these providers have you ordered groceries, beverages or meal kits online in the past 12 months?"; Multi Pick; Base: n=95 BulkBarn users, n=901 grocery delivery users, n=12,127 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

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