

10 Differences in Home Spending: Canada vs. U.S.

Extensive pandemic-related restrictions in Canada forced Canadians to spend more time at home than Americans. This meant home environment products and various kitchen electrics in Canada continued to grow strong in 2021. **Take a closer look at differences between these markets ...**

Kitchen Electrics

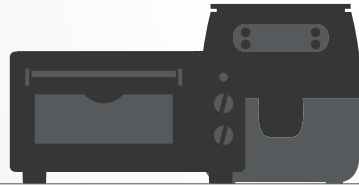
Air Fryers

Canada **+83%** | U.S. **+20%**

Toaster ovens

Canada **+29%*** | U.S. **+18%**

*Fueled by air fry technology



Home Environment

Deep carpet cleaners

Canada **+41%** | U.S. **+25%**

This was Canada's top-growing home environment category in 2021

Fans

Canada **+16%** | U.S. **+8%**



Many Americans returned to work, school, and activities earlier than Canadians.

This fueled stronger performance for personal care and on-the-go products in the U.S.

Personal Care

Body Groomers

U.S. **+51%** | Canada **-6%**

Hairdryers

U.S. **+19%** | Canada **+1%**

Garment Steamers

U.S. **+37%** | Canada **+11%**



Housewares

Entertaining gadgets

U.S. **+65%** | Canada **+17%**

Food storage

U.S. **+12%** | Canada **+5%**

Portable beverageware

U.S. **+29%** | Canada **+18%***

*This was Canada's top-growing housewares category in 2021



The Canadian and U.S. home markets share commonalities, but their differences could turn your brand's North American retail strategy on its head. Our unparalleled data and industry expertise can help you find the opportunity in the differences to position your business for growth.

Source: The NPD Group/Retail Tracking Service, 2021 vs. 2020

Want more? Contact your NPD account representative or jocelynn.griffis@npd.com.

