

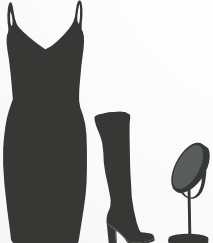
# Shifting Momentum Across Canadian Industries

Canadians continue to change their spending behaviour, and retail dynamics shift with them. Total Canadian retail has softened compared to last year, growing 4% in dollars and declining 2% in units through June this year. **Take a closer look at the shifting momentum across each vertical ...**

## REBOUNding

Industries that declined in Pandemic Year 1 (2020) but are now recovering

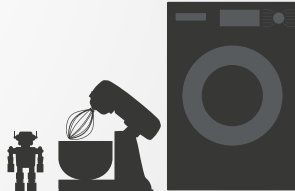
- Apparel\***  
2022 **+3%** | 2020 **-19%**
- Beauty**  
2022 **+32%** | 2020 **-18%**
- Footwear**  
2022 **+12%** | 2020 **-17%**



## MAINTAINING

Industries that have experienced steady growth throughout

- Toys**  
2022 **+3%** | 2020 **+14%**
- Housewares**  
2022 **+5%** | 2020 **+17%**
- Major Appliances**  
2022 **+11%** | 2020 **+9%**



## SHIFTING

Industries that grew during Pandemic Year 1 (2020) but are now declining

- Tech**  
2022 **-3%** | 2020 **+38%**
- Video Games**  
2022 **-8%** | 2020 **+38%**



## SOFTENING

Industries that grew during Pandemic Year 1 (2020) but are slowing

- Small Appliances**  
2022 **+1%** | 2020 **+27%**



Our best-in-class data can help you stay current with the biggest shifts in your industry and anticipate future trends to keep your business competitive.

Source: The NPD Group/Retail Tracking Service, YTD June 2022  
\*Source: The NPD Group/Consumer Tracking Service, YTD June 2022

Get more insights like this. Contact your NPD account representative or email [contactnpd@npd.com](mailto:contactnpd@npd.com).

