

Shrinkflation In Ontario: A Study

2019 to 2024



Methodology Summary

Research Methodology

Data Collection Date	June 2024
Number of Product Categories Analyzed	20 product categories from Canada's Food Guide
Number of Chains Analyzed	3 different supermarket chains
Total Number of Products Analyzed	60 products
Data Collection Source	Flyerify: an archive grocery flyer website
Lead Researchers	Rachel Lee and Michael Harker



Highlights

1 Higher sugar and/or fat products experienced the highest shrinkflation from 2019 to 2024

2 Out of the 20 product categories, 11 were found to have shrinkflation

3 No shrinkflation was found in many categories including fruits, whole wheat, and beverages

4 12 of the 60 products examined exhibited a reduction in their packaging volume



Highlights

5 Packaging affected by shrinkflation closely resembled their previous packaging



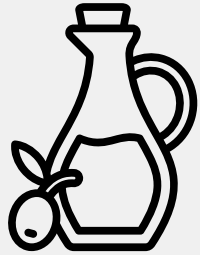
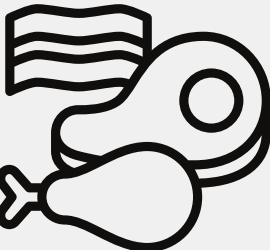
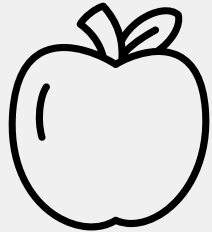
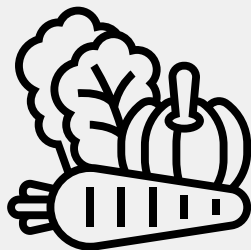
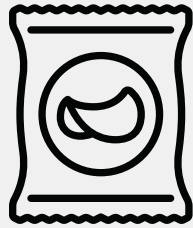
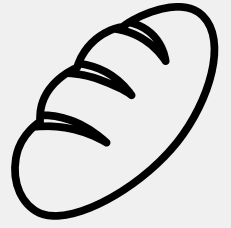
6 Worst offenders were found in Fruit Pouches, Frozen Chicken Bites, and Chocolate Biscuits



SECTION 1: CATEGORIES AND STORES ANALYZED



High-Level Category Food Products Analyzed (8)


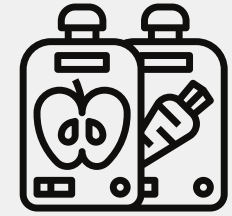
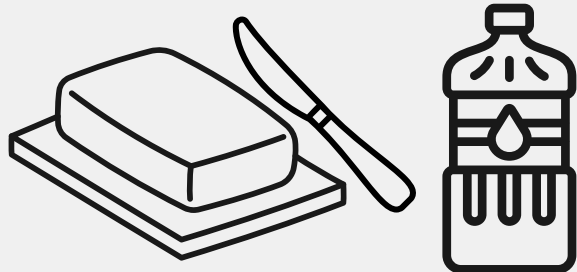
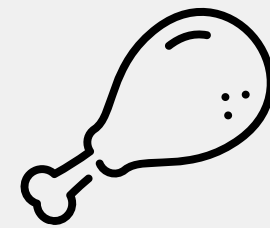

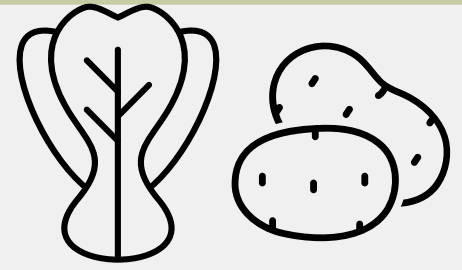
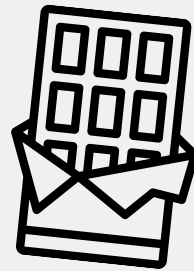
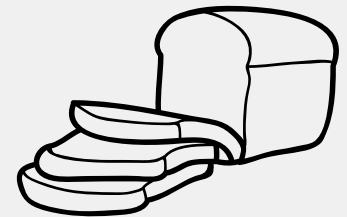
 <p>Beverages</p>	<p>Other foods that are not classified</p> 
 <p>Fats and oils</p>	<p>Protein foods</p> 
 <p>Fruit</p>	<p>Vegetables</p> 
 <p>Other foods</p>	<p>Whole grain, whole grain foods and whole wheat foods</p> 

Food Products Category Analyzed (20)

Baby and toddler food	Beverages	Cheeses	Condiments and sauces
Dark green vegetable	Fruits	Higher sugar and/or higher fat foods	Legumes
Nuts and seed	Other beverages (containing sugar)	Poultry	Processed meats
Red meats	Saturated fats and oils	Seafood	Snack foods
Starchy Vegetable	Unsaturated fats and oils	Whole grains	Yogurt



Food Products (20) Categorized by its High-Level Category (8)

<p>Beverages</p> <ul style="list-style-type: none"> • Beverages • Other beverages (containing sugar) 	<p>Other foods that are not classified</p> <ul style="list-style-type: none"> • Baby and toddler food 
<p>Fats and oils</p> <ul style="list-style-type: none"> • Saturated fats and oils • Unsaturated fats and oils 	<p>Protein foods</p> <ul style="list-style-type: none"> • Cheeses • Legumes • Nuts and seed • Poultry • Red meats • Seafood • Yogurt 
<p>Fruit</p> <ul style="list-style-type: none"> • Fruits 	<p>Vegetables</p> <ul style="list-style-type: none"> • Dark green vegetable • Starchy vegetable 
<p>Other foods</p> <ul style="list-style-type: none"> • Condiments and sauces • Higher sugar and/or higher fat foods • Processed meats • Snack foods 	<p>Whole grain, whole grain foods and whole wheat foods</p> <ul style="list-style-type: none"> • Whole grains 

Supermarket Chains Analyzed (3)

metro

 **NOFRILLS**[®]

Walmart 



Total Food Products Analyzed (60)

<p>Baby and toddler food</p> <ul style="list-style-type: none"> • Baby puree • Fruit sauce pouches • Nutritional drinks 	<p>Beverages</p> <ul style="list-style-type: none"> • Lactose-free milk • Chocolate milk • Almond milk 	<p>Cheeses</p> <ul style="list-style-type: none"> • Tex-Mex • Mozzarella ball • Marble 	<p>Condiments and sauces</p> <ul style="list-style-type: none"> • Salad dressing • Hot sauce • Salad dressing
<p>Dark Green Vegetable</p> <ul style="list-style-type: none"> • Bok choy • Spinach • Broccoli florets (frozen) 	<p>Fruits</p> <ul style="list-style-type: none"> • Gala • Gale • McIntosh 	<p>Higher sugar and/or higher fat foods</p> <ul style="list-style-type: none"> • Brownie • Chocolate biscuits • Dipped chocolate granola bar 	<p>Legumes</p> <ul style="list-style-type: none"> • Roasted chickpeas • Chickpeas • Hummus
<p>Nuts and seed</p> <ul style="list-style-type: none"> • Walnuts • Trail mix • Cashews 	<p>Other beverages (containing sugar)</p> <ul style="list-style-type: none"> • Cranberry cocktail • Soft drinks • Sweet tea 	<p>Poultry</p> <ul style="list-style-type: none"> • Chicken bites • Frozen chicken wings • Chicken fingers 	<p>Processed meats</p> <ul style="list-style-type: none"> • Deli meats • Bacon • Smoked ham
<p>Red meats</p> <ul style="list-style-type: none"> • Beef medallions • Medium ground beef • Lean ground beef 	<p>Saturated fats and oils</p> <ul style="list-style-type: none"> • Lard • Organic coconut oil • Butter 	<p>Seafood</p> <ul style="list-style-type: none"> • Cooked shrimps • Fish fillet • Battered fish fillet 	<p>Snack foods</p> <ul style="list-style-type: none"> • Old-fashioned chips • Ripple cut potato chips • Potato chips
<p>Starchy Vegetable</p> <ul style="list-style-type: none"> • Potatoes • Sweet potatoes • Frozen hashbrowns 	<p>Unsaturated fats and oils</p> <ul style="list-style-type: none"> • Vegetable oil (2 retailers) • Extra virgin olive oil 	<p>Whole grains</p> <ul style="list-style-type: none"> • 3 grains • White bread • Whole grain bread 	<p>Yogurt</p> <ul style="list-style-type: none"> • Yogurt tubes • Greek yogurt • Yogurt tub



SECTION 2:
CATEGORIES
WITH NO
SHRINKFLATION



All Product Categories with No Shrinkflation

Product Categories

1.	Beverages	6.	Other Beverages (containing sugar)
2.	Dark Green Vegetables	7.	Seafood
3.	Fruits (apples)	8.	Snack Foods (chips)
4.	Legumes	9.	Whole Grains (bread)
5.	Nuts and Seeds		



Product with No Shrinkflation - Beverage (milk & alternative)

<i>Chain</i>	<i>Product</i>	<i>Brand</i>	<i>Image (2019)</i>	<i>Image (2024)</i>	<i>Quantity (2019)</i>	<i>Quantity (2024)</i>
metro	Almond milk	Silk			1890mL	1890mL
NOFRILLS	Chocolate milk	Neilson			310mL	310mL
Walmart	Lactose-free milk	Fairlife			1500mL	1500mL










Product with No Shrinkflation - Dark Green Vegetable

<i>Chain</i>	<i>Product</i>	<i>Brand</i>	<i>Image (2019)</i>	<i>Image (2024)</i>	<i>Quantity (2019)</i>	<i>Quantity (2024)</i>
	Bok choy	Green Branch			1890g	1890g
	Spinach	Queen Victoria			1000g	800g
	Broccoli florets (frozen)	Great Value			1500mL	1500mL









Product with No Shrinkflation - Fruits (apples)

<i>Chain</i>	<i>Product</i>	<i>Brand</i>	<i>Image (2019)</i>	<i>Image (2024)</i>	<i>Quantity (2019)</i>	<i>Quantity (2024)</i>
	Gala	Canada Fancy			3lb	3lb
	Gala	PC Organic			3lb	3lb
	McIntosh	Your Local Market			3lb	3lb



Product with No Shrinkflation - Legumes

<i>Chain</i>	<i>Product</i>	<i>Brand</i>	<i>Image (2019)</i>	<i>Image (2024)</i>	<i>Quantity (2019)</i>	<i>Quantity (2024)</i>
metro	Roasted chickpeas	Three Farmers Snacks			120g	120g
NOFRILLS	Chickpeas	PC Blue Menu			900g	900g
Walmart	Hummus	Sabra			283g	283g









Product with No Shrinkflation - Nuts and Seeds

<i>Chain</i>	<i>Product</i>	<i>Brand</i>	<i>Image (2019)</i>	<i>Image (2024)</i>	<i>Quantity (2019)</i>	<i>Quantity (2024)</i>
metro	Walnuts	Irresistibles			750g	750g
NOFRILLS	Trail mix	No Name			1000g	1000g
Walmart	Cashew	Great Value			200g	200g



Product with No Shrinkflation - Other Beverages (containing sugar)










<i>Chain</i>	<i>Product</i>	<i>Brand</i>	<i>Image (2019)</i>	<i>Image (2024)</i>	<i>Quantity (2019)</i>	<i>Quantity (2024)</i>
metro	Cranberry cocktail	Irresistibles			1890mL	1890mL
NOFRILLS	Soft drinks	Pepsi			2000mL	2000mL
Walmart	Sweet tea	Pure Leaf			1750mL	1750mL

Product with No Shrinkflation - Seafood

<i>Chain</i>	<i>Product</i>	<i>Brand</i>	<i>Image (2019)</i>	<i>Image (2024)</i>	<i>Quantity (2019)</i>	<i>Quantity (2024)</i>
metro	Cooked shrimps	Irresistibles			340g	340g
NOFRILLS	Fish fillet	SeaQuest			400g	400g
Walmart	Battered fish fillet	Great Value			600g	600g




Product with No Shrinkflation - Snack Foods (chips)

<i>Chain</i>	<i>Product</i>	<i>Brand</i>	<i>Image (2019)</i>	<i>Image (2024)</i>	<i>Quantity (2019)</i>	<i>Quantity (2024)</i>
	Old-fashioned potato chips	Irresistibles			150g	150g
	Ripple cut potato chips	No Name			200g	200g
	Potato chips	Pringles			148g	148g



Product with No Shrinkflation - Whole Grains (bread)

<i>Chain</i>	<i>Product</i>	<i>Brand</i>	<i>Image (2019)</i>	<i>Image (2024)</i>	<i>Quantity (2019)</i>	<i>Quantity (2024)</i>
metro	3 grains	Stonemill Bread			454g	454g
NOFRILLS	White bread	Wonder			675g	675g
Walmart	Whole grain bread	Dempster's			600g	600g



SECTION 3: CATEGORIES WITH SOME SHRINKFLATION



All Product Categories with Some Shrinkflation

Product Categories

1.

Saturated fats and oils

2.

Starchy vegetables

3.

Cheeses

4.

Condiments and sauces

5.

Red meats

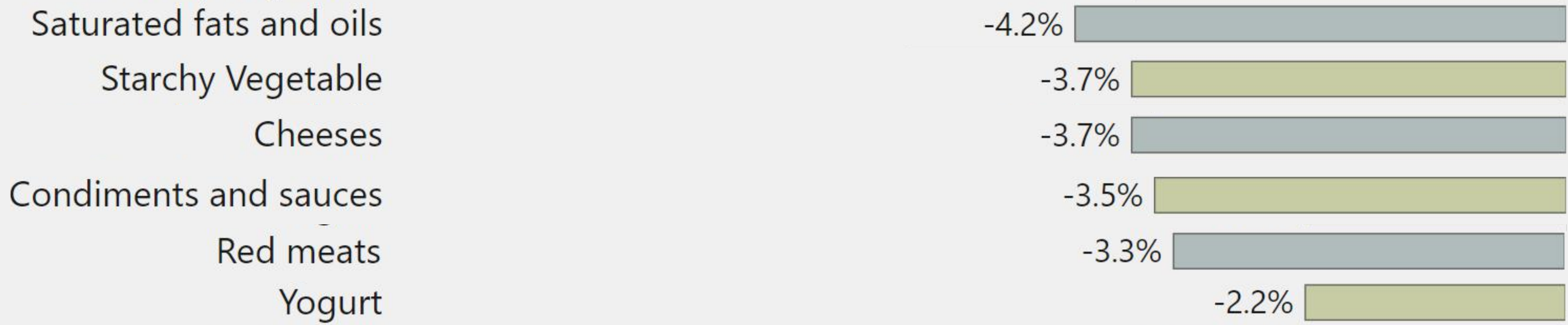
6.

Yogurt




All Product Categories with Some Shrinkflation

Average Shrinkflation:












Product with Some Shrinkflation - Saturated Fats and Oils

Chain	Product	Brand	Image (2019)	Image (2024)	Quantity (2019)	Quantity (2024)	Net Differences	% Differences
	Lard	Tenderflake			454g	397g	-57g	-12.6%
	Organic coconut oil	PC Organics			860g	860g	0g	0%
	Butter	Great Value			454g	454g	0g	0%
							Average % of difference	-4.2%












Product with Some Shrinkflation - Starchy Vegetables

Chain	Product	Brand	Image (2019)	Image (2024)	Quantity (2019)	Quantity (2024)	Net Differences	% Differences
	Potatoes	The Little Potato Company			680g	680g	0g	0%
	Sweet potatoes	PC Organic			3lb	3lb	0g	0%
	Frozen hashbrowns	McCain			900g	800g	-100g	-11.1%
Average % of difference								-3.7%










Product with Some Shrinkflation - Cheeses

Chain	Product	Brand	Image (2019)	Image (2024)	Quantity (2019)	Quantity (2024)	Net Differences	% Differences
	Tex mex cheese	Cracker Barrel			320g	320g	0g	0%
	Mozzarella ball	Tre Stelle			340g	340g	0g	0%
	Marble cheese	Armstrong			450g	400g	-50g	-11.1%
							Average % of difference	
							-3.7%	






Product with Some Shrinkflation - Condiments and Sauces

<i>Chain</i>	<i>Product</i>	<i>Brand</i>	<i>Image (2019)</i>	<i>Image (2024)</i>	<i>Quantity (2019)</i>	<i>Quantity (2024)</i>	<i>Net Differences</i>	<i>% Differences</i>
metro	Salad dressing	Hidden Valley			473g	473g	0g	0%
NOFRILLS	Hot sauce	Frank's			354g	354g	0g	0%
Walmart 	Salad dressing	Kraft			475g	425g	-50g	-10.5%
Average % of difference								-3.5%









Product with Some Shrinkflation - Red Meats

Chain	Product	Brand	Image (2019)	Image (2024)	Quantity (2019)	Quantity (2024)	Net Differences	% Differences
	Beef medallions - bacon wrapped	Marcangelo			340g	340g	0g	0%
	Medium ground beef	Fresh			500g	450g	-50g	-10%
	Lean ground beef	Your Fresh Market			450g	450g	0g	0%
							Average % of difference	-3.3%



Product with Some Shrinkflation - Yogurts

Chain	Product	Brand	Image (2019)	Image (2024)	Quantity (2019)	Quantity (2024)	Net Differences	% Differences
metro	Greek yogurt	Oikos			400g	400g	0g	0%
NOFRILLS	Yogurt tubes	Yoplait			480g	448g	-32g	-6.7%
Walmart	Yogurt tub	Activia			650g	650g	0g	0%
							Average % of difference	-2.2%



SECTION 4: THE WORST OFFENDERS



Top 5 of the 20 Categories with the Highest Shrinkflation

Product Categories

1.

Higher Sugar and/or Higher Fat Food

2.

Baby and Toddler Food

3.

Poultry

4.

Processed Meat

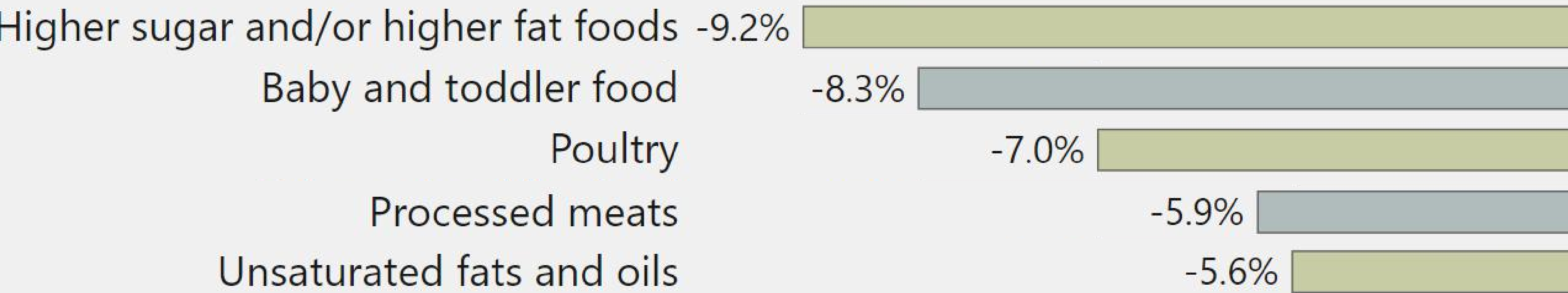
5.

Unsaturated Fats and Oils



Top 5 of the 20 Categories with the Highest Shrinkflation

Average Shrinkflation:



Product with the Highest Shrinkflation - Higher Sugar and/or Fat Foods (snacks with chocolate)





Chain	Product	Brand	Image (2019)	Image (2024)	Quantity (2019)	Quantity (2024)	Net Differences	% Differences
metro	Brownie	Treasure Mills			320g	296g	-24g	-7.5%
NOFRILLS	Dipped chocolate granola bar	No Name			156g	156g	0g	0%
Walmart	Chocolate biscuits	Our Finest			1000g	800g	-200g	-20%
							Average % of difference	-9.2%

Product with the Highest Shrinkflation - Baby and Toddler Food

<i>Chain</i>	<i>Product</i>	<i>Brand</i>	<i>Image (2019)</i>	<i>Image (2024)</i>	<i>Quantity (2019)</i>	<i>Quantity (2024)</i>	<i>Net Differences</i>	<i>% Differences</i>
metro	Baby puree	Love Child			128g	128g	0g	0%
NOFRILLS	Fruit sauce pouches	Gogo Squeez			1400g	1080g	-360g	-25%
Walmart	Nutritional drinks	PediaSure			940g	940g	0g	0%
Average % of difference								-8.3%



Product with the Highest Shrinkflation - Poultry

Chain	Product	Brand	Image (2019)	Image (2024)	Quantity (2019)	Quantity (2024)	Net Differences	% Differences
metro	Chicken bites	Janes			900g	710g	-190g	-21.1%
NOFRILLS	Frozen chicken wings	No Name			908g	908g	0g	0%
Walmart	Chicken fingers	Great Value			750g	750g	0g	0%
Average % of difference								-7.0%









Product with the Highest Shrinkflation - Processed Meat

Chain	Product	Brand	Image (2019)	Image (2024)	Quantity (2019)	Quantity (2024)	Net Differences	% Differences
metro	Deli meats	Maple Leaf			175g	175g	0g	0%
NOFRILLS	Bacon	Schneiders			375g	375g	0g	0%
Walmart	Smoked ham	Great Value			1700g	1400g	-300g	-17.6%
Average % of difference								-5.9%



Product with the Highest Shrinkflation - Unsaturated Fats and Oils

Chain	Product	Brand	Image (2019)	Image (2024)	Quantity (2019)	Quantity (2024)	Net Differences	% Differences
metro	Vegetable oil	Crisco			1420mL	1180mL	-240mL	-16.9%
NOFRILLS	Vegetable oil	Unico			3000mL	3000mL	0mL	0%
Walmart	Extra virgin olive oil	Terra Delyssa			1000mL	1000mL	0mL	0%
							Average % of difference	-5.6%

Top 5 Items with the Highest Shrinkflation





Product		
1.	Gogo Squeez	Fruit Sauce Pouches
2.	Janes	Chicken Bites
3.	Our Finest	Chocolate Biscuits
4.	Great Value	Smoked Ham
5.	Crisco	Vegetable Oil



Top 5 Items with the Highest Shrinkflation

	<i>Product</i>	<i>Brand</i>	<i>Image (2019)</i>	<i>Image (2024)</i>	<i>Quantity (2019)</i>	<i>Quantity (2024)</i>	<i>Net Differences</i>	<i>% Differences</i>
1.	Fruit sauce pouches	Gogo Squeez			1440g	1080g	-360g	-25%
2.	Chicken bites	Janes			900g	710g	-190g	-21.1%
3.	Chocolate biscuits	Our Finest			1000g	800g	-200g	-20%

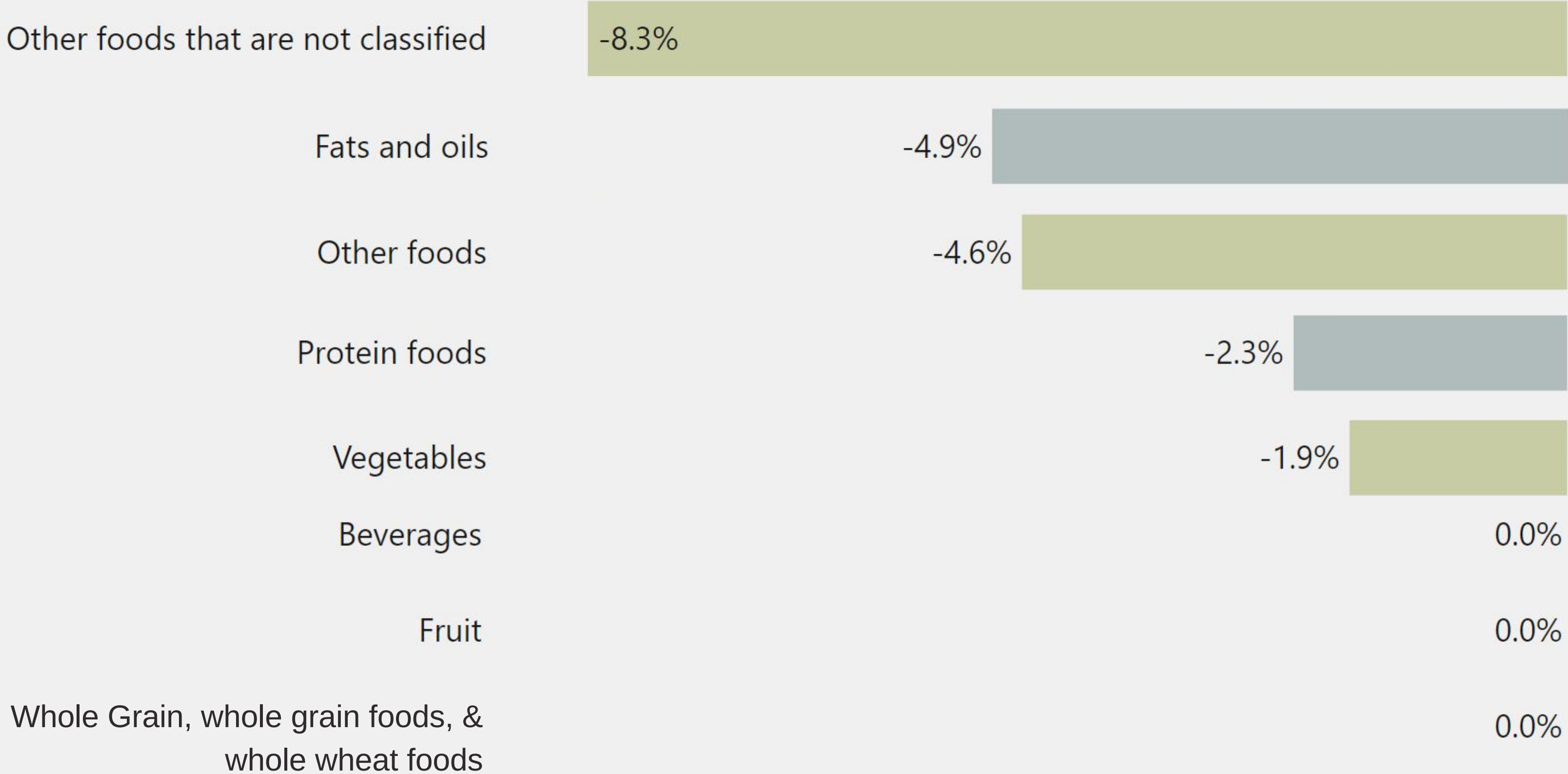
Top 5 Items with the Highest Shrinkflation

	<i>Product</i>	<i>Brand</i>	<i>Image (2019)</i>	<i>Image (2024)</i>	<i>Quantity (2019)</i>	<i>Quantity (2024)</i>	<i>Net Differences</i>	<i>% Differences</i>
4.	Smoked ham	Great Value			1700g	1400g	-300g	-17.6%
5.	Vegetable oil	Crisco			1420mL	1180mL	-240mL	-16.9%

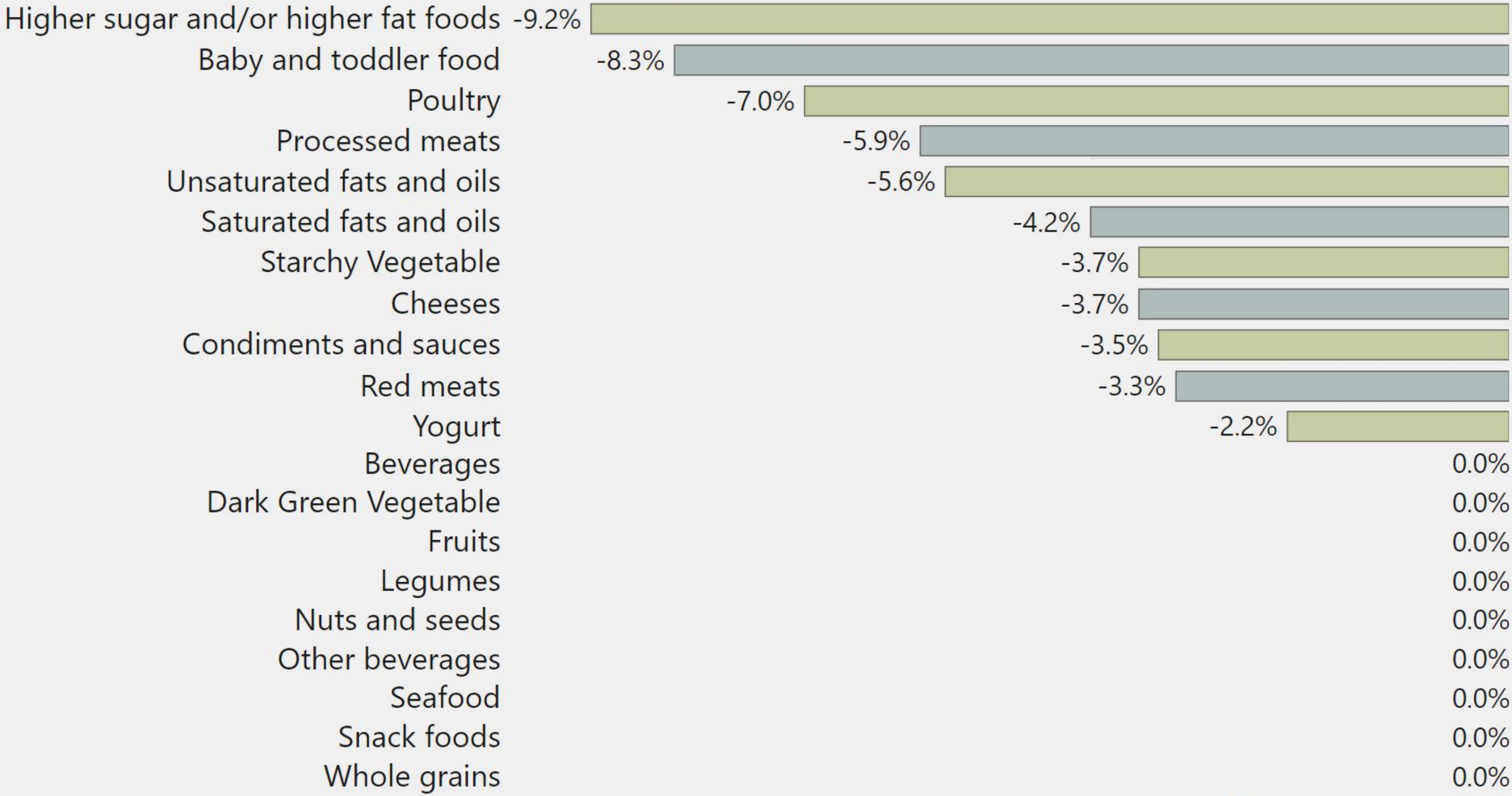
SECTION 5: SUMMARY



Average Net Quantity - High-Level Category (8)



Average Net Quantity - All Categories (20)



APPENDIX: ADDITIONAL METHODOLOGY AND INFORMATION



Product Classifications

- 20 product categories, from Canada's Food Guide, were used for analysis.
- 3 large chains: Metro, No Frills, and Walmart were used to analyze the 20 product categories.
- The 2019 data of the food products were obtained from an archived flyer website: Flyerify.
- The year 2019 was chosen for this research due to the 5-year difference and to see the effects of shrinkflation before COVID-19.
- The flyer data used was from Sept 2019 to Oct 2019. Products that were unable to be found used a similar product for the data.
- The 2024 data were obtained from the 3 large chains' online grocery shopping websites.



Notes

- Some products were difficult and/or unattainable to find in the flyers. A few of categories substituted similar products in the data.
 - In the *Nuts and Seeds* category, trail mix was substituted in the data.
 - In the *Starchy Vegetable* category, frozen hashbrown was substituted in the data.
 - In the *Legume* category, hummus was substituted in the data.
- Some product categories were too broad, thus the data analyzed used specific product categories.
 - In the *Beverage* category, milk & alternative was used.
 - In the *Fruits* category, apples was used.
 - In the *Whole Grain* category, bread was used.
 - In the *Higher Sugar and/or Higher Fat* category, snacks with chocolate was used.
 - In the *Snack Food* category, chips was used.



Glossary

Shrinkflation: A decrease in the net quantity of the product while the price remains the same.

High-Level Category: Broad food categories from Canada's Food Guide classification system.

