



## Costco, Metro, and Walmart are top ranked as Canada's 2023 Most Respected Grocery/Food Retailer organizations

**TORONTO, August 3, 2023** – Canadians have chosen Costco (Diamond Award), Metro (Platinum Award), and Walmart (Gold Award) as Canada's 2023 Most Respected Grocery/Food Retailer organizations for 2023. This is the second consecutive time Costco has topped the list in a field of fourteen Grocery/Food Retailer organizations since first being reported in November 2021—however, there were big changes throughout the 2023 roster compared to the last sounding, including Metro that that moved up one spot from third to second place and Walmart that rose a whopping eleven places to third spot.

Notably, while Food Basics gained five spots from ninth to fourth, the Loblaws owned companies and its own brand appear to have taken a significant reputational hit as its "Your Independent Grocers" tumbled eight places (from 2 to 10) and its flagship stores dropped five places to second last among the fourteen ranked entities (from 8 to 13).

Costco, Metro, and Walmart are eligible to use the following display to celebrate and promote this achievement\*\*:



"Congratulations to Costco, Metro, and Walmart who top the ranks of Canada's Most Respected Grocery/Food Retailer organizations for 2023" said Jeff Munn, Executive Director of the CMR Award Program. "Since last evaluated in September 2021, much has occurred to affect grocery and food retailer organizations including COVID-19, supply chain challenges, and inflation spurred price increases." he said. "The significant changes in this year's rankings compared to 2021 demonstrate that corporate respect is an attribute consumers harbour, particularly when they have a choice as to where to pledge their pocketbooks in tough economic times."

The total rankings for 2023 are as follows:

Grocery/Food Retailer	2023 Rank	2021 Rank	Rank Change	Total Score
Costco	1	1	N/C	68.8
Metro	2	3	+1	59.6
Walmart	3	14	+11	59.3
Food Basics	4	9	+5	59.0
No Frills	5	6	+1	58.7
IGA	6	7	+1	57.7
Real Canadian Super Stores	7	4	-3	57.7
FreshCo	8	10	+2	56.3
Sobeys	9	5	-4	56.2
"Your Independent Grocer" (owned by National Grocers/Loblaws)	10	2	-8	55.7
Save-on Foods	11	11	N/C	54.7
Safeway	12	12	N/C	52.4
Loblaws	13	8	-5	52.3
Foodland	14	13	-1	50.0
Average score				57.0



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## Methodology

These are the findings from a Maru Public Opinion survey conducted for Canada's Most Respected Award Program. The survey was managed by the panel and data management experts at Maru Blue among 2,932 randomly selected Canadian adults who are members of the Maru Voice Canada online panel from June 26-27, 2023. The methodology ensures that the disproportionate sample sizes are balanced for the total results. The data has been weighted by education, age, gender, region, and language in Quebec, to match the population according to the most recent census data so that the sample is representative of the entire adult population of Canada. Because of the scoring formula, there are no percentages used in the output, nor is there a margin of error. The detailed tables and other related information are available on the Canada's Most Respected (CMR) Award Program site or at Maru Public Opinion Canada. \*Criteria for 2023 CMR Grocery/Food Retailer organizations is that it be recognized as a leading Canadian Grocery/Food Retailer by the Centre for the Study of Commercial Activity (CSCA) Top 100 Retail Sales (NAISC Code 445 Food & Beverage) and/or Statista Food Retailer data (Canada), operates in 4+ provinces, and are Canadian managed.

\*\*Permission must be obtained from the CMR Award Program Executive Director to do so. Award use lasts for one year from the date of announcement.

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