

# DATAPOINTS

## Target Seeks Share of Canada Market

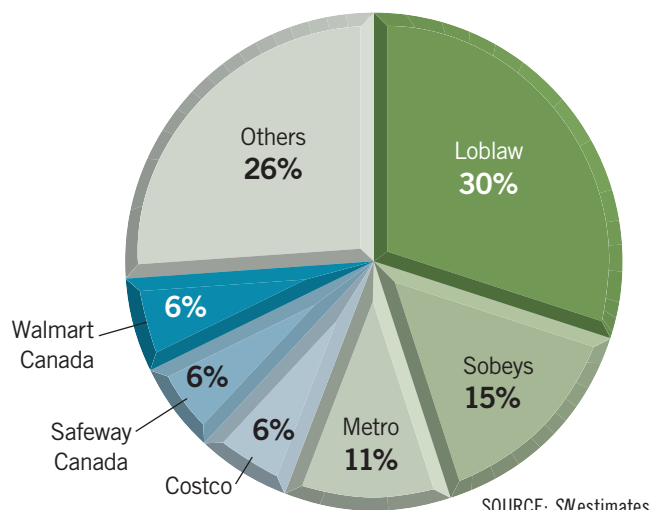
Target has opened its first stores in Canada, a highly competitive market where Walmart Canada has been growing its share rapidly. Canada's "Big Three" traditional chains — Loblaw Cos., Sobeys and Metro — are still Nos. 1, 2 and 3 in market share, respectively,

but Walmart Canada may have passed Safeway Canada as the new No. 4, according to SN estimates. Safeway Canada had 2012 sales of about \$6.7 billion in 2012.

**SOURCE: Statistics Canada, company reports, SN estimates**

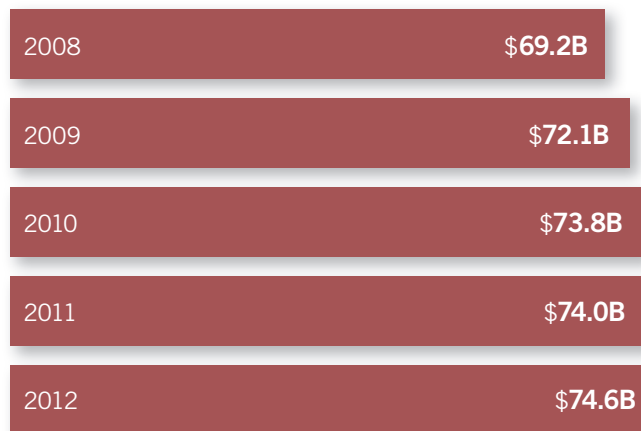
### Food Retail Market Share

(approx.)



**1.1%**  
Estimated sales gain in 2012 for Canadian food retailers

### SUPERMARKET SALES INCREASE



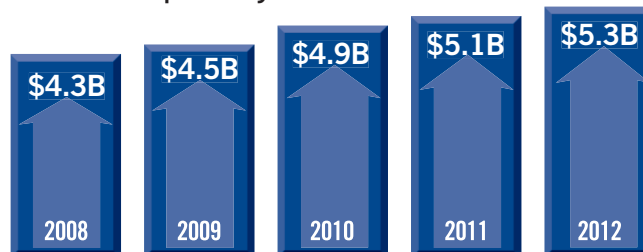
SOURCE: Statistics Canada

“I think undoubtedly, Target will grow share in food and grocery. The Target grocery offer was leaps and bounds ahead of what Zellers used to have.”

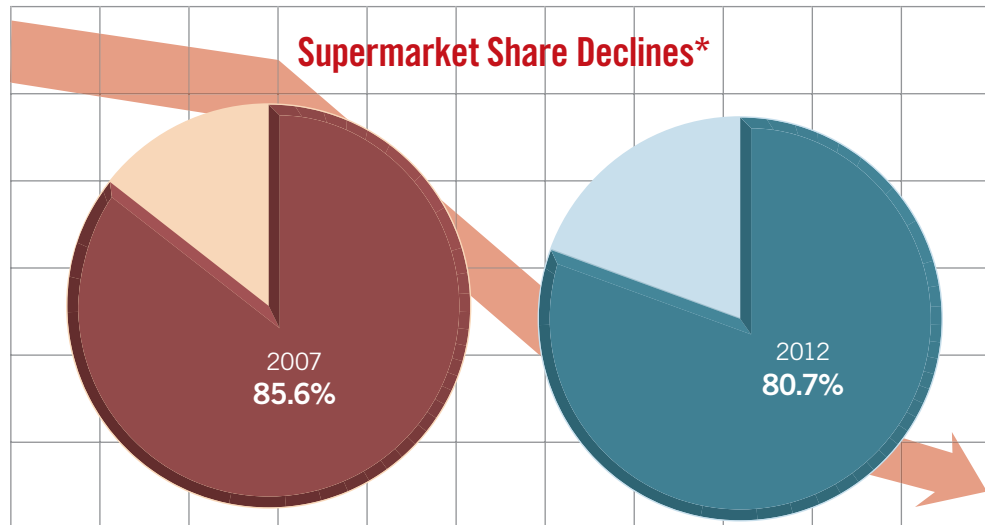
— STEWART SAMUEL, senior business analyst, IGD



### Specialty Food Stores Gain



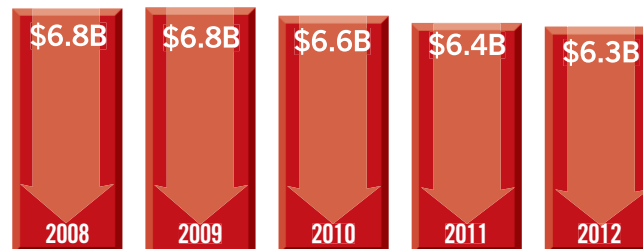
SOURCE: Statistics Canada



SOURCE: Retail consultant Ed Strapagiel

\* as % of food retail dollar sales

### C-Store Sales Decline



SOURCE: Statistics Canada