



About Shopper Intelligence Canada Inc.

Shopper Intelligence is a shopper insights and category management platform that helps CPG manufacturers and retailers better understand shopper behaviour, satisfaction, decision-making, and the path to purchase across multiple retail channels.

Through one of the largest syndicated shopper research programs globally, the company collects and benchmarks shopper feedback across grocery, convenience, and online retailers, providing objective, cross-category and cross-retailer comparisons that help organizations identify growth opportunities, strengthen retailer partnerships, optimize category strategies, and improve the shopper experience.

With extensive shopper data, cloud-based reporting tools, and actionable performance tracking, Shopper Intelligence enables brands and retailers to move beyond understanding what shoppers buy to uncovering why they buy, supporting more informed business decisions and customer-focused growth strategies.

For more information, visit <https://shopperintelligence.ca/>