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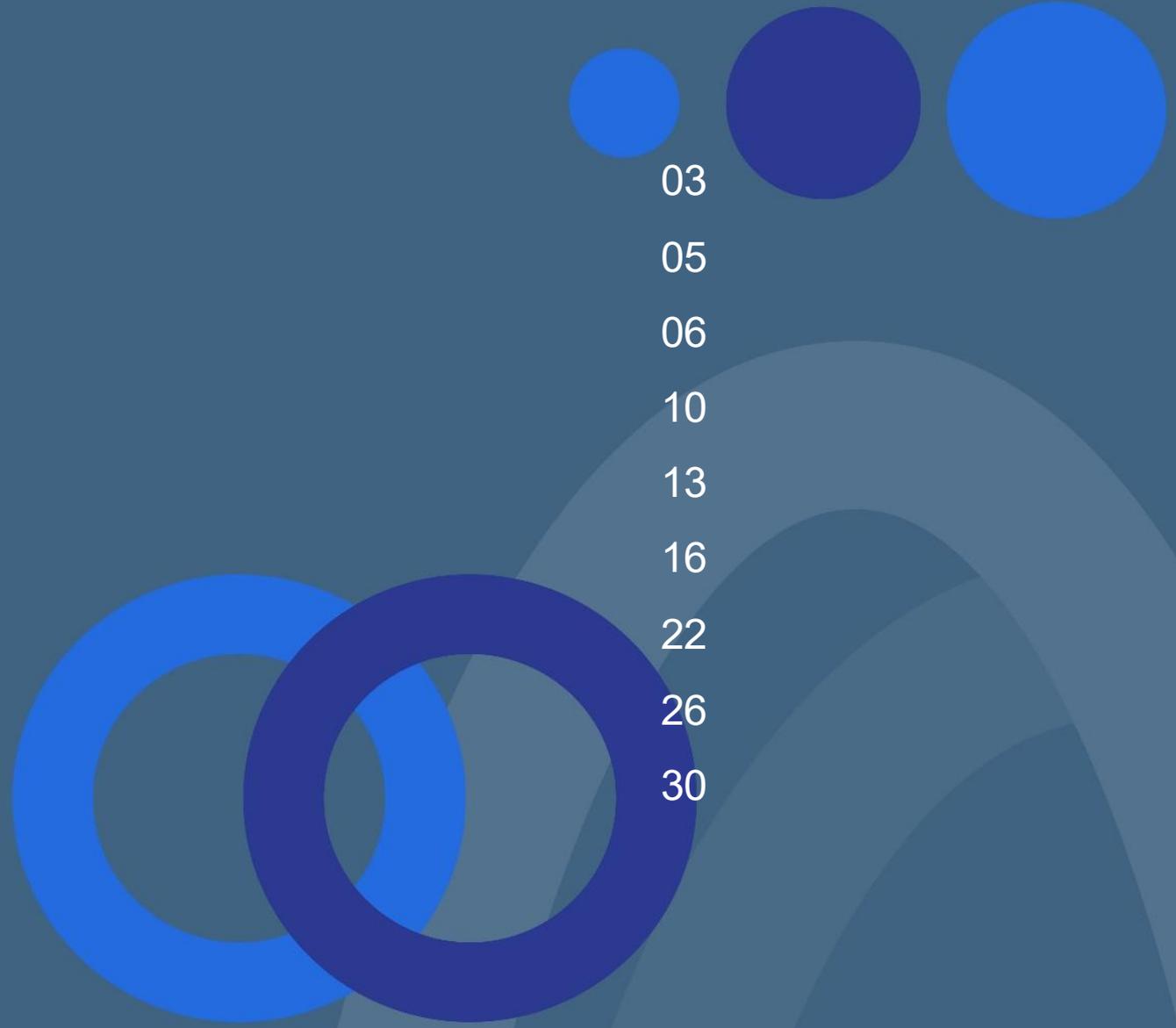
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## Executive Summary: Headlines

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**#1** Fairtrade Maintains Strong National Awareness and Trust

**#2** Consumers Value Fairtrade's Role in Brand Ethics

**#3** Purchase Rates and Brand Loyalty Remain Strong

**#4** Social Impact Remains Core to Fairtrade's Identity

**#5** Fairtrade's Emotional Connection Is Deepening

## Executive Summary: Key Findings

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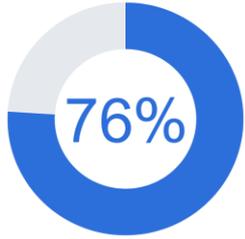
- #1 Fairtrade Maintains Strong National Awareness and Trust** - 50% of Canadians recognize the Fairtrade Mark, maintaining a strong national profile. Awareness is especially high among 25–34-year-olds. Further, 8 in 10 Canadians who have seen the Mark say they trust it — a clear signal of its enduring credibility. The Mark is seen as a powerful tool for identifying responsible products, especially among brand-conscious consumers.
- #2 Consumers Value Fairtrade’s Role in Brand Ethics** - Nearly 80% of those who recall the Mark say it enhances their impression of brands that carry it. This positions Fairtrade as a meaningful contributor to brand trust and differentiation in the Canadian marketplace.
- #3 Purchase Rates and Brand Loyalty Remain Strong** - Purchase frequency has remained stable despite economic pressures. Preference for Fairtrade remains higher than Rainforest Alliance across all major product categories. Notably, half of Canadians under 34 who recognize the label are buying Fairtrade regularly. Further, almost 60% of Canadians are willing to pay more for Fairtrade products, even amid inflation. This reveals a powerful and resilient value alignment between consumers and Fairtrade’s mission.
- #4 Social Impact Remains Core to Fairtrade’s Identity** - Canadians continue to associate Fairtrade with key social impact areas — including workers’ rights, safe working conditions, and tackling child labour and poverty. These values have become even more influential in shaping purchase decisions than in previous years.
- #5 Fairtrade’s Emotional Connection Is Deepening** - A majority of Canadians feel a strong personal connection to the mission behind Fairtrade: standing with farmers and being part of a fairness-focused community. This sentiment is especially strong among consumers aged 35+.

# Canadian Market Summary

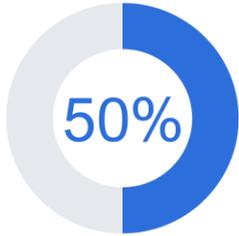


## Awareness and Visibility

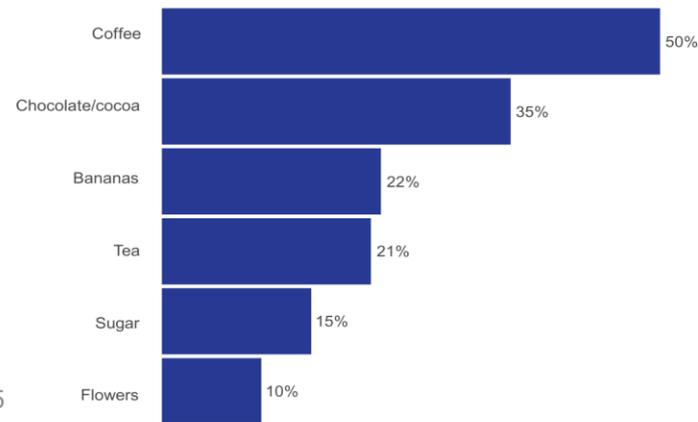
### Recall of Ethical Labels



### Prompted Awareness of Fairtrade



### Product Visibility, Top 6 Products

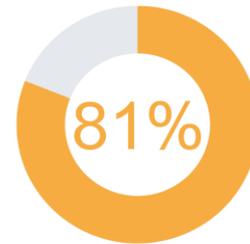


## Trust and Advocacy



Are likely to recommend Fairtrade products

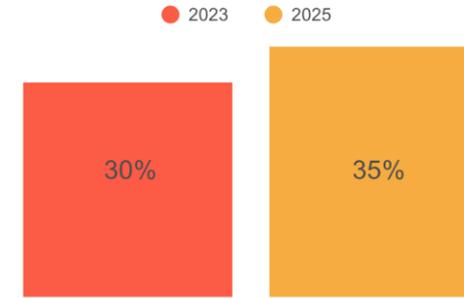
### Trust of Fairtrade



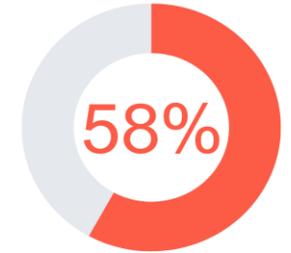
### Impact on Partner Brands

79% Have positive impressions of the brands that carry the Fairtrade Mark

## Purchasing Habits

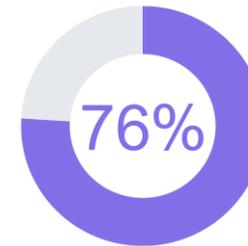


Regular Fairtrade buyers

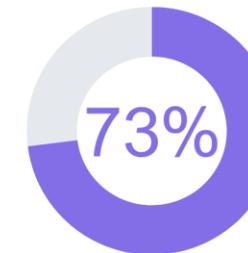


Are willing to pay more for Fairtrade products

## Emotional Connection to Fairtrade



Feel they are standing with farmers and producers who grow our food when they buy Fairtrade



Feel part of a community standing up for fairness and justice when buying Fairtrade

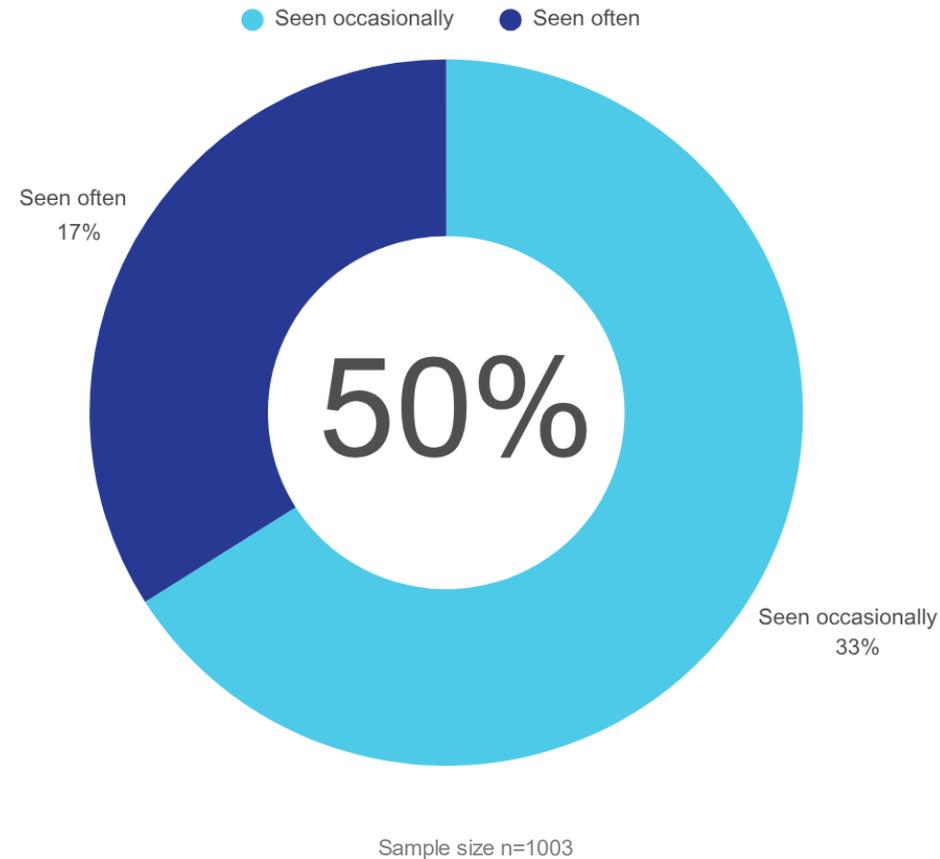
# Section 1: Awareness and Visibility



# 5 in 10 Canadians recognize the Fairtrade Mark. Since 2019, awareness has grown by 14 points



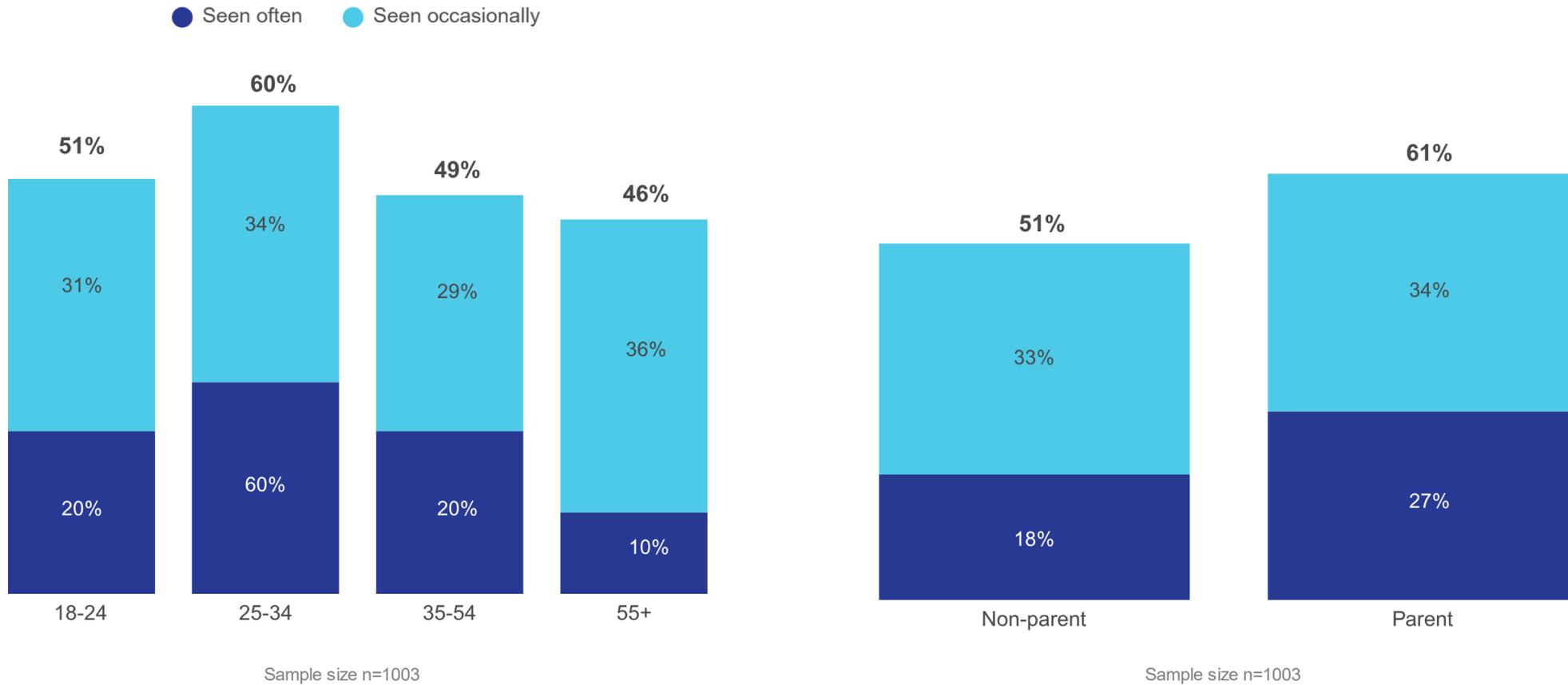
Prompted Awareness of Fairtrade, "Seen Occasionally" and "Seen Often" (2 and 3 on a 3-point scale), %, 2019 – 2025



# Millennials and Gen Z report the highest levels of Fairtrade brand awareness

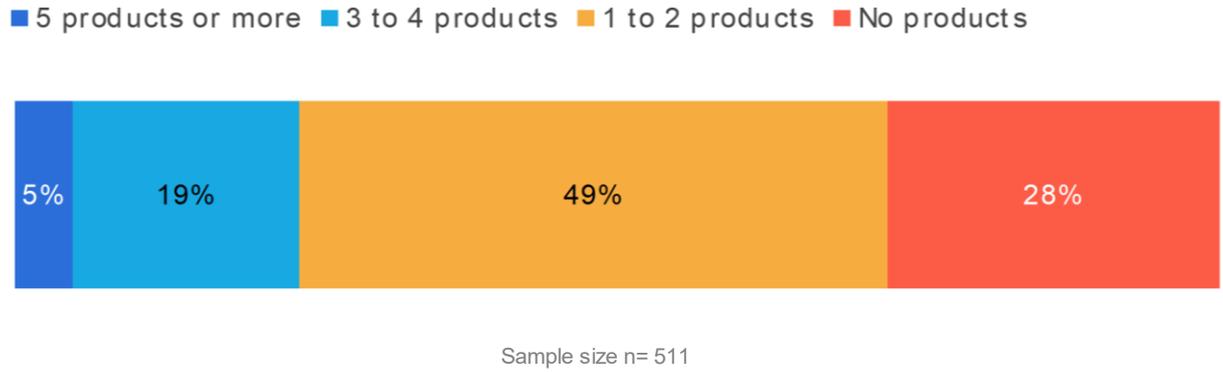


Prompted Awareness of Fairtrade, "Seen Occasionally" and "Seen Often" (2 and 3 on a 3-point scale), %, by Age and Parental Status, 2025

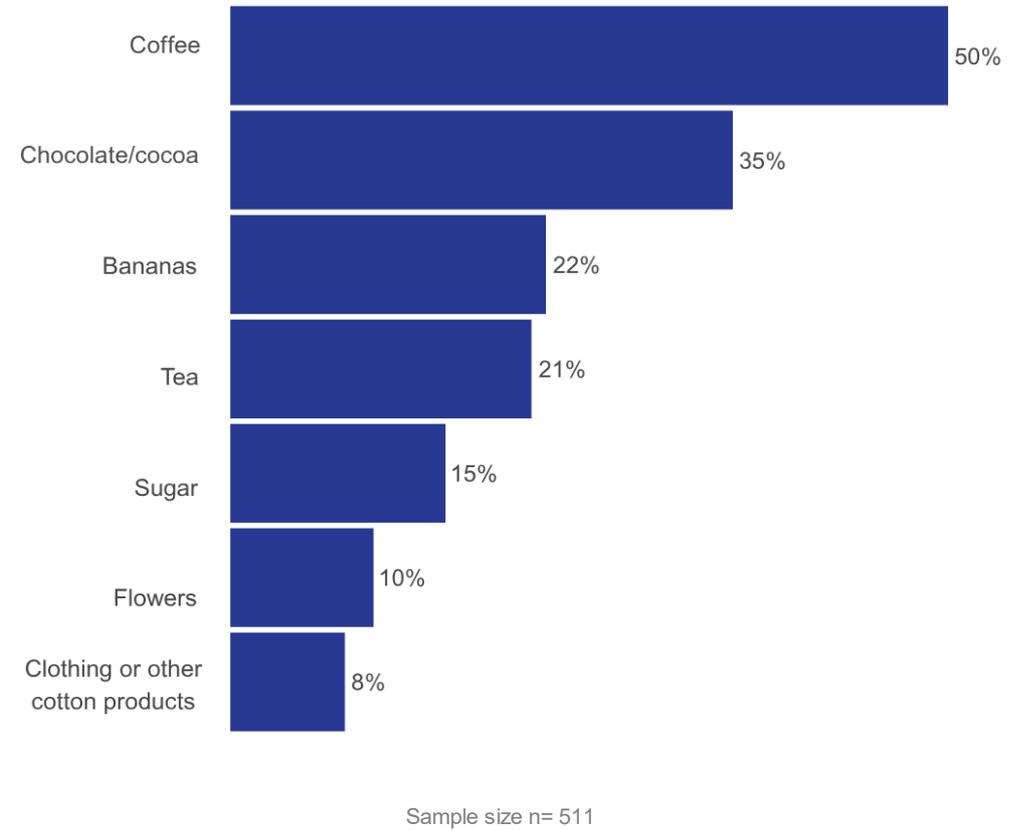


# Coffee, chocolate, bananas and tea are the top 4 most visible Fairtrade products

Product Visibility: Number and Type of Products Recalled, %, All Who Recall Seeing the Fairtrade Mark, 2025



Visibility of Products, %, 2025



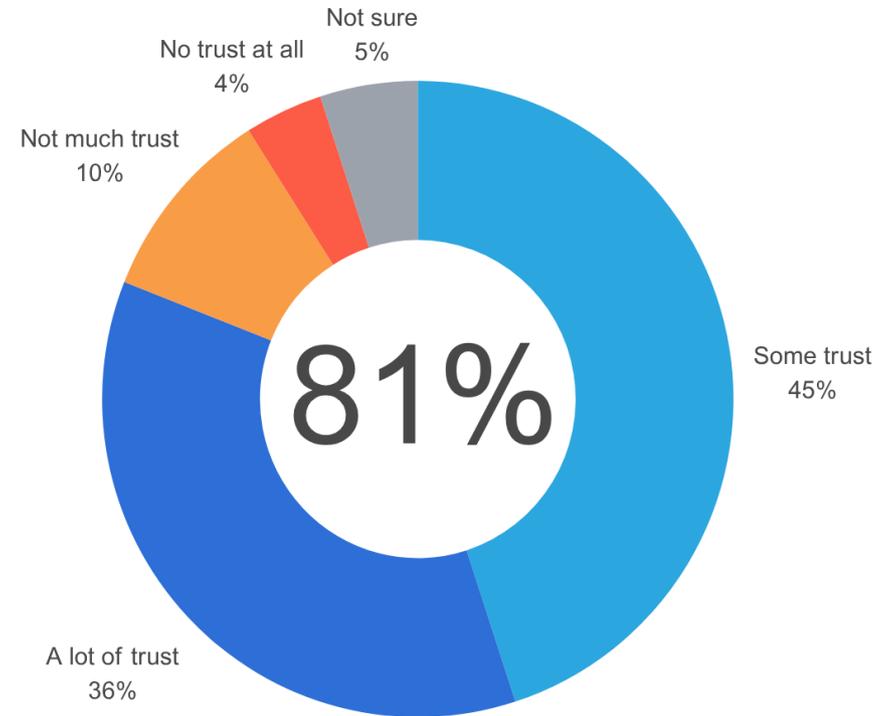
# Section 2: Trust and Advocacy



# 8 in 10 Canadians who have seen the Fairtrade Mark trust it



Trust in Fairtrade, %, All who Recall Seeing the Fairtrade Mark, 2025

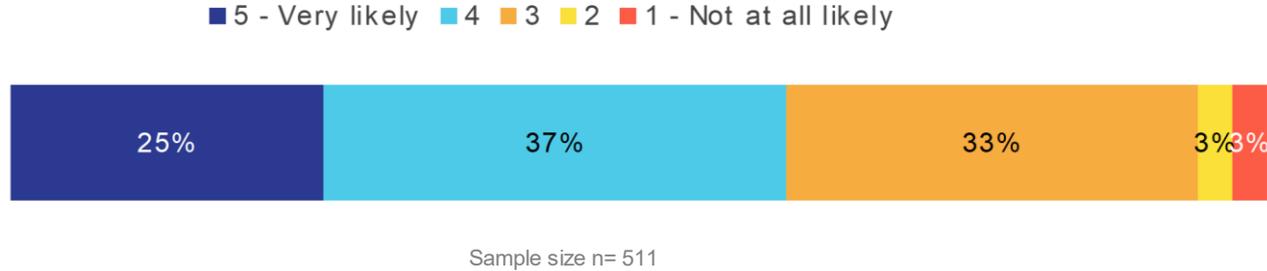


Sample size n= 511

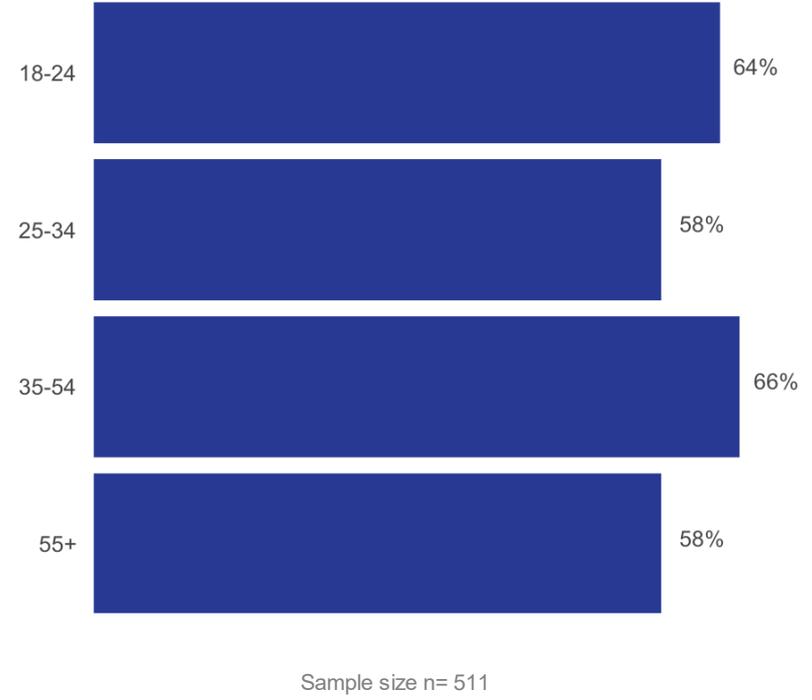
# 6 in 10 Canadians would recommend buying and supporting Fairtrade products



Recommending Fairtrade Products, %, All who Recall Seeing the Mark, 2025



Recommending Fairtrade Products, "Likely" (4+5 on 5-point-scale), by Age, %, All who Recall Seeing the Mark, 2025



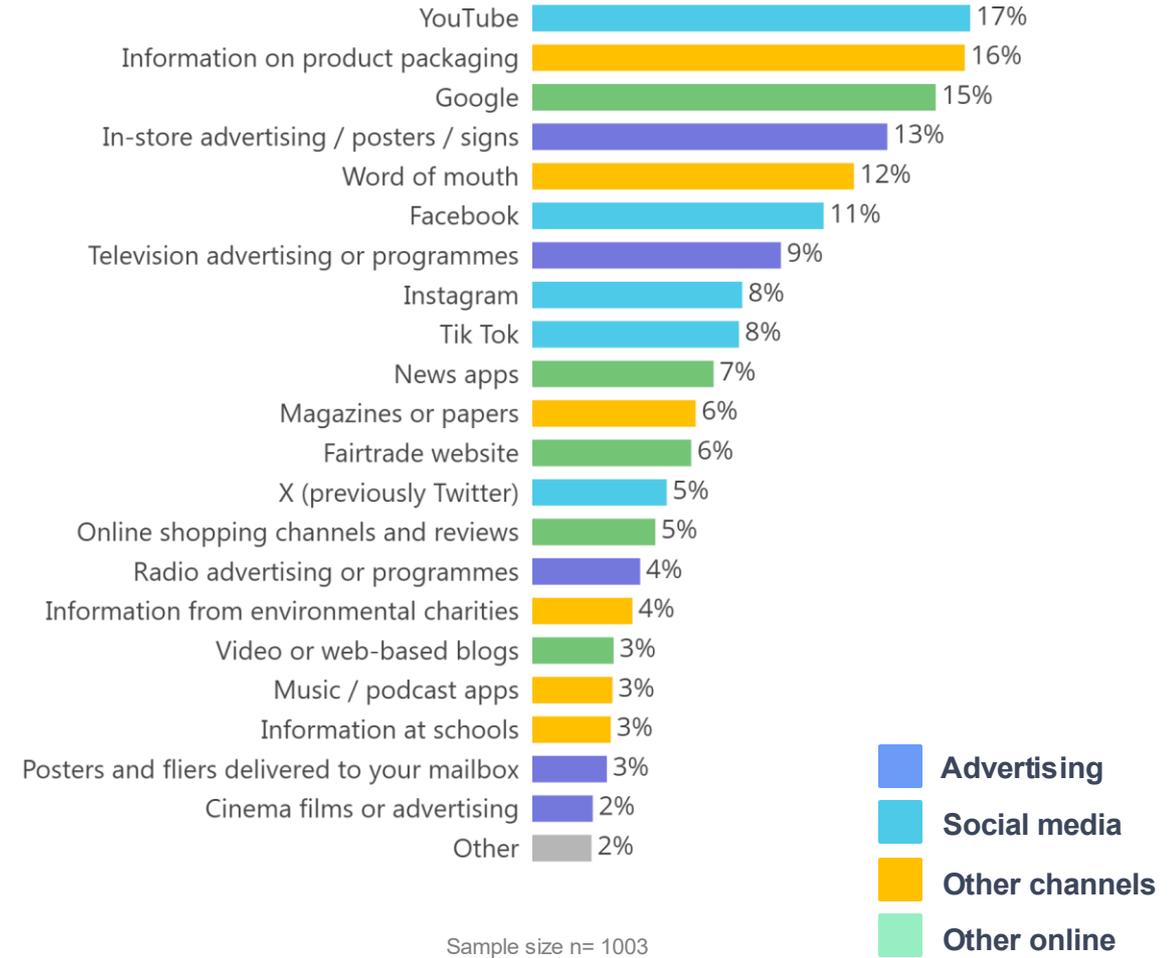
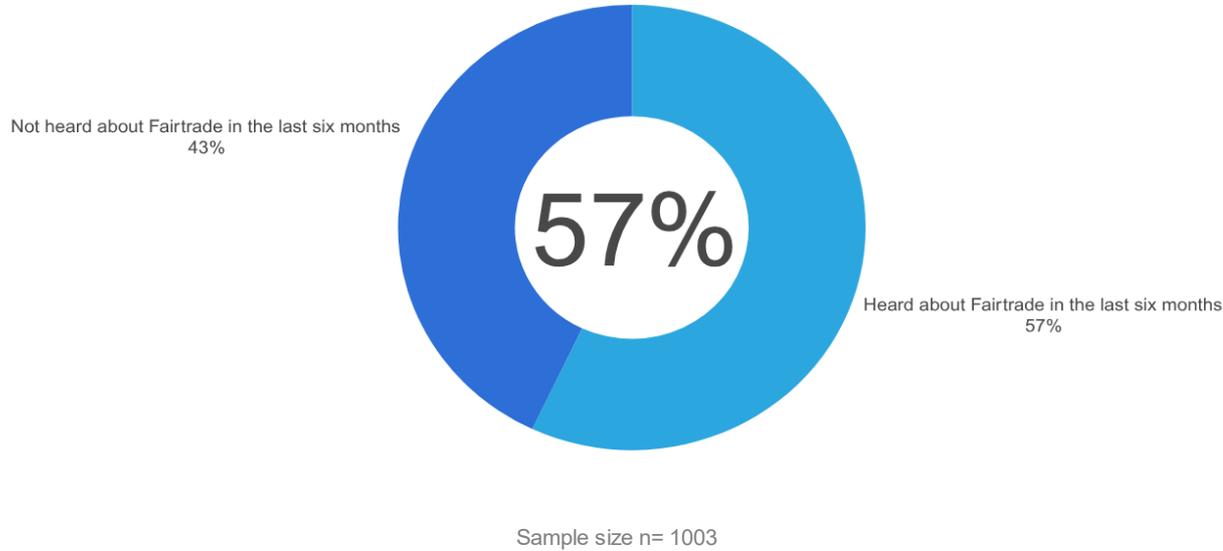
# Section 3: Engagement

The background features a dark blue field with various abstract geometric elements. In the upper right, there are overlapping circles in shades of blue and dark blue, and vertical bars composed of stacked segments in blue, light blue, and white. A prominent orange circle is positioned to the right of the main text. Below it, there are horizontal bars in white, blue, and dark blue, and a small light blue square. At the bottom, there are large, overlapping, curved bands in light blue and cyan. A small orange square and a small blue circle are also visible in the lower right area.

# 6 in 10 Canadians have heard about Fairtrade in the last 6 months



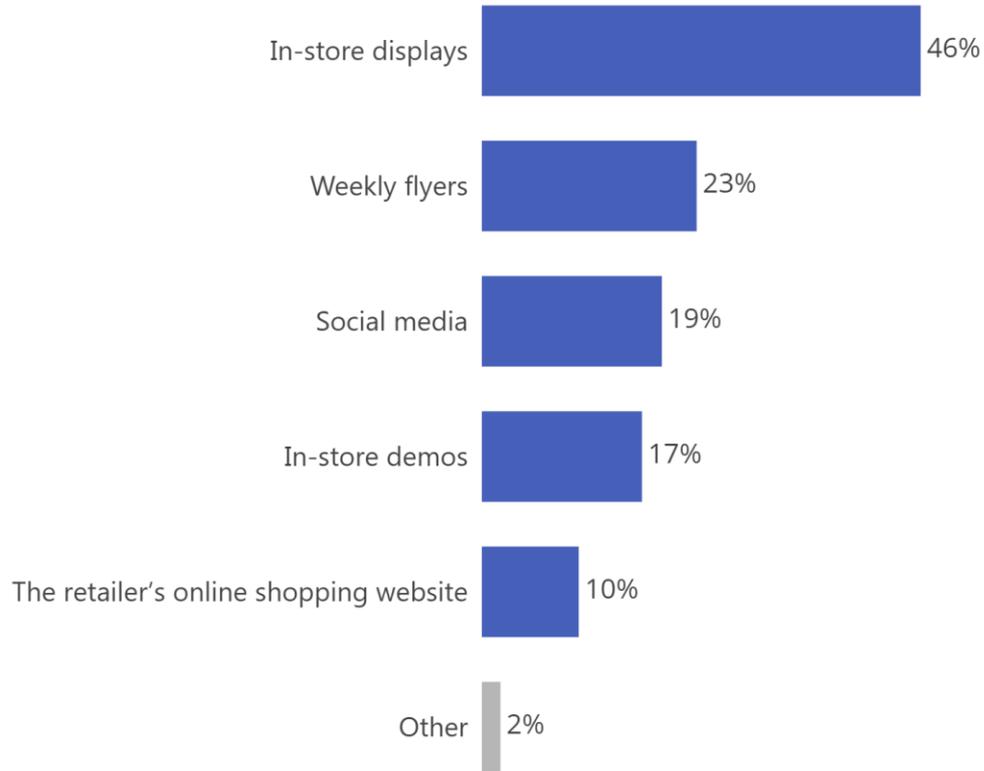
Heard About Fairtrade in the Last Six Months and Information Channels, %, Total, 2025



# In-store displays are a primary influence on shoppers' decisions to purchase Fairtrade products



Channels of Information about Fairtrade, %, 2025



Sample size n= 1003

**35 – 54-year-olds (50%)** find in-store displays more helpful whereas younger age groups (**25 – 34-year-olds**) find **social media more helpful (34%)**.

Parents are more likely to find **in-store services** helpful than non-parents, with **53%** of this group finding in-store displays helpful vs **44% of non-parents**.

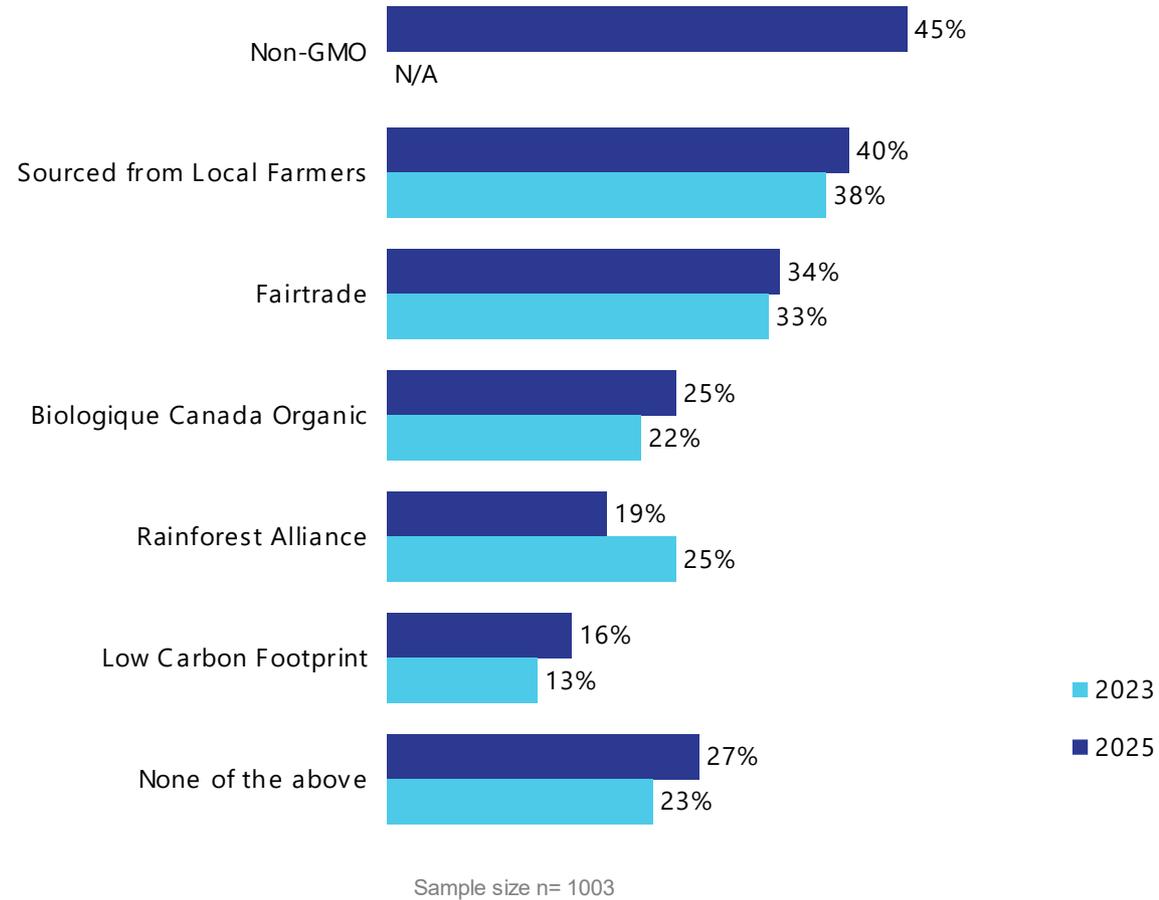
# Section 4: Purchasing Habits



# Purchase of Fairtrade products has increased since 2023 and is only 6 percentage points behind "Sourced from Local Farmers"

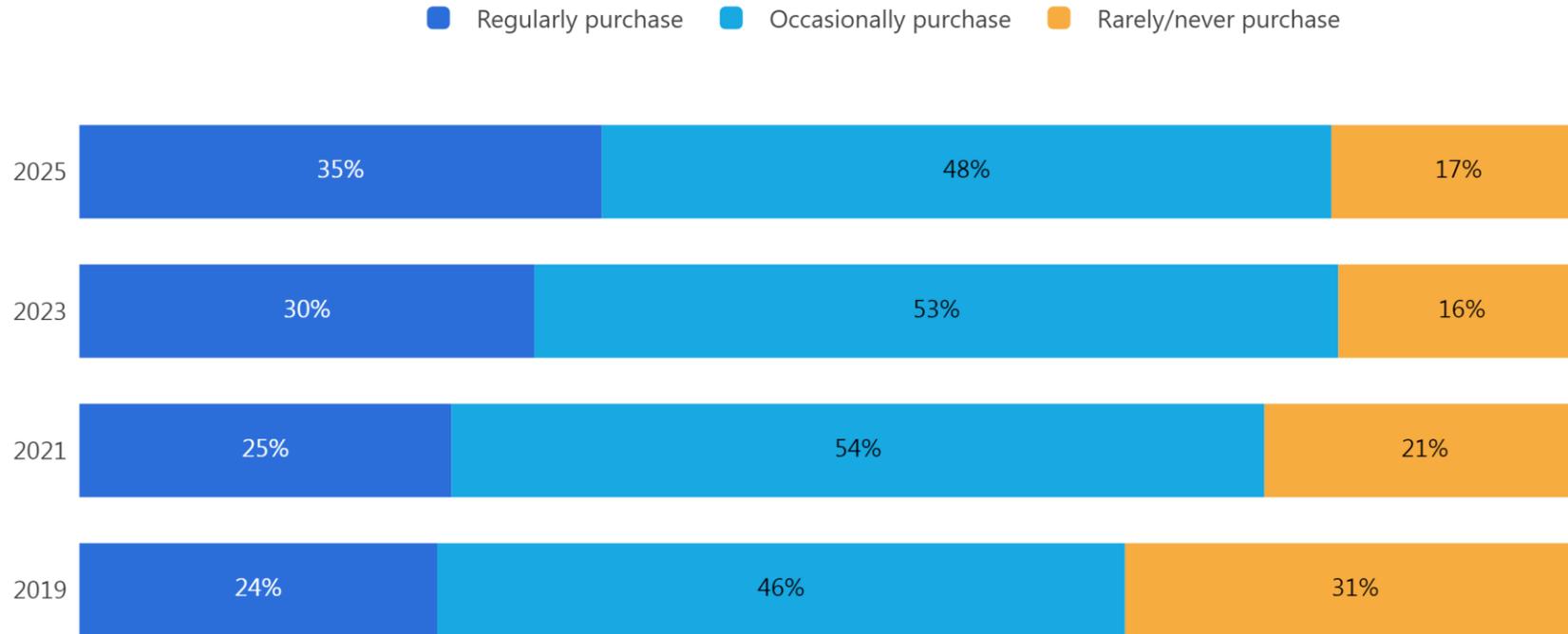


Claimed Purchase of Fairtrade and Rainforest Alliance in the Last Six Months, %, Total, 2023 vs 2025



# Since 2019, regular purchase of Fairtrade products has increased by 11 points

Frequency of Purchasing Fairtrade Products, %, All who Recall Seeing the Fairtrade Mark, 2019-2025

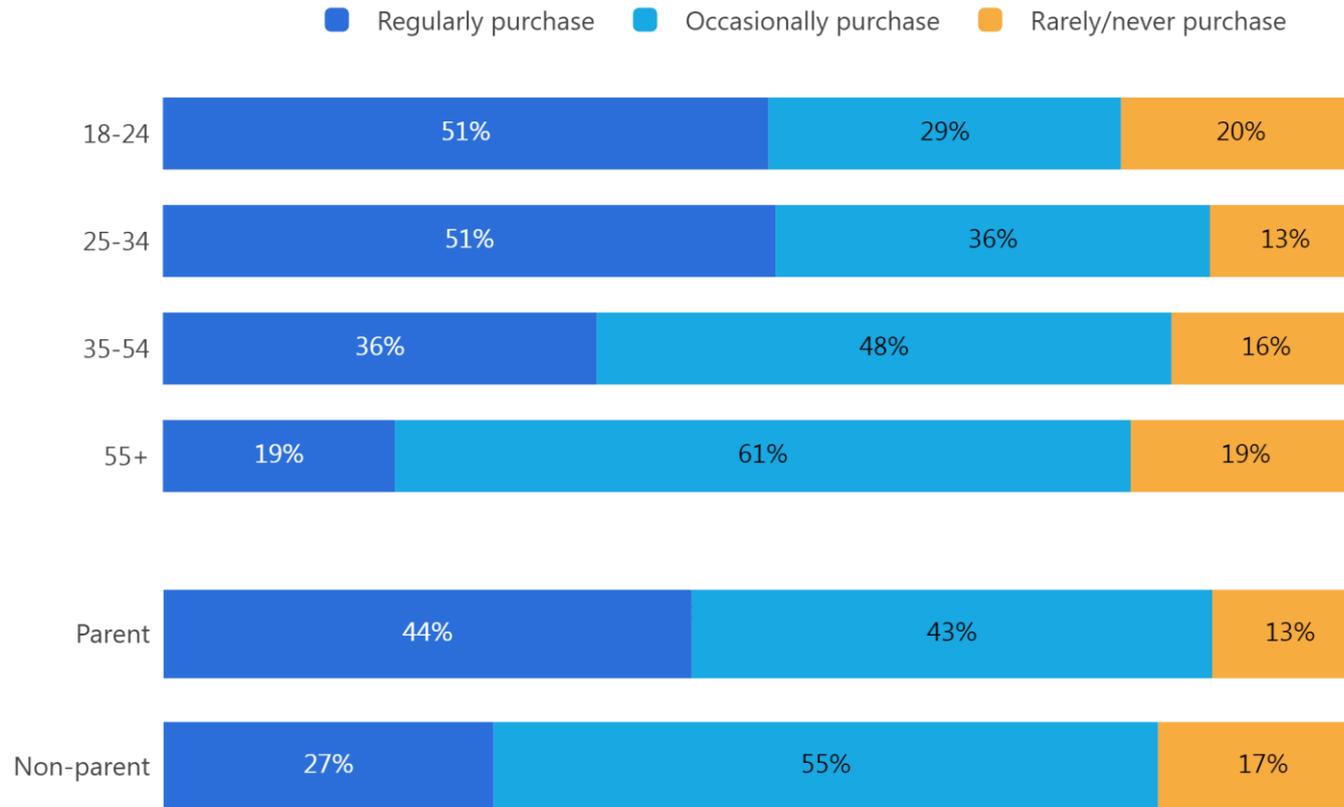


Sample size n= 1862

# 1 in 2 Canadians under the age of 34 who are familiar with Fairtrade are buying Fairtrade products on a regular basis



Frequency of Purchasing Fairtrade Products, %, All who Recall Seeing the Fairtrade Mark, by Age and by Parental Status, 2025

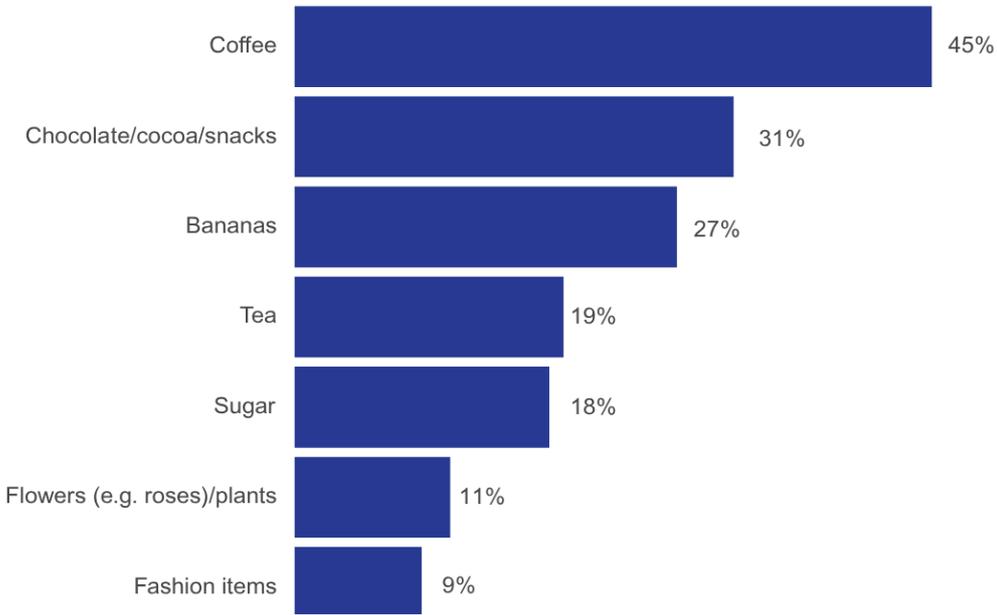


Sample size n= 511

# Purchasing preference for different products/Likelihood to purchase Fairtrade products in the future

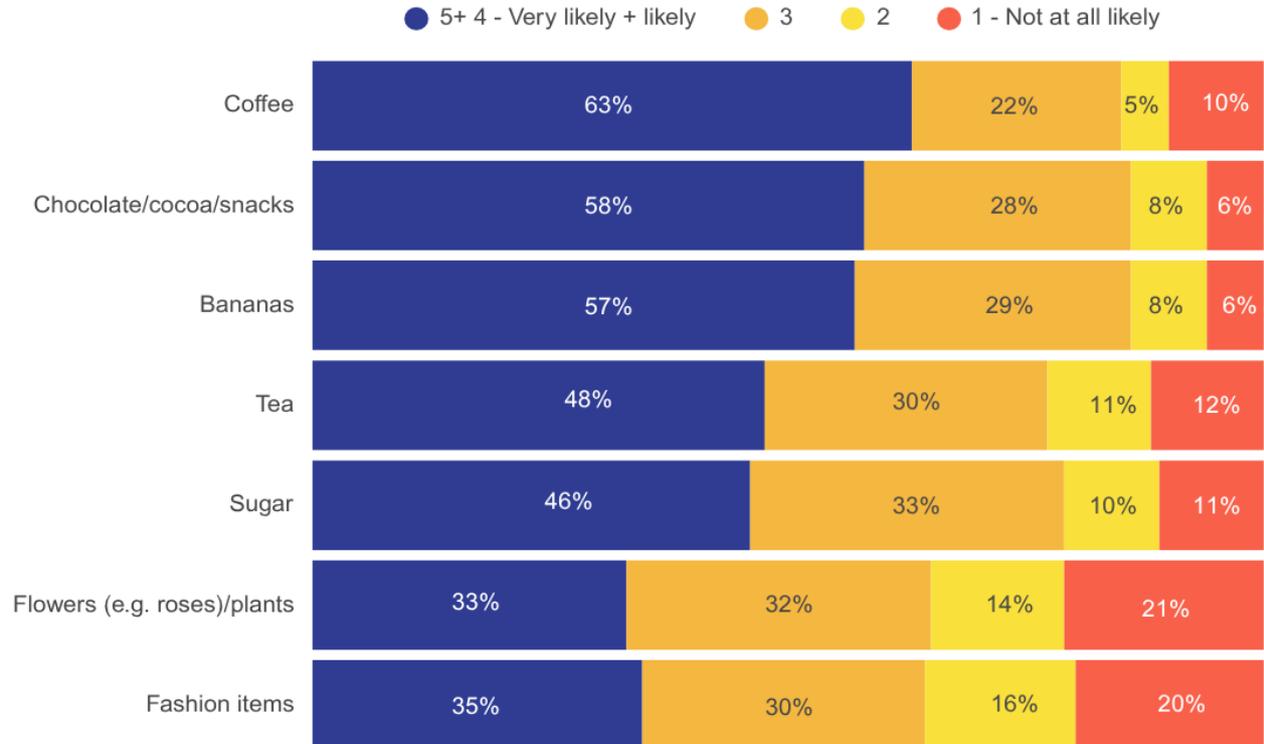


Purchase of Fairtrade Products in the Last Six Months, %, All Who



Sample size n= 511

Likelihood to Purchase Fairtrade Products, %, All Who Recall Seeing the Fairtrade Label, 2025



Sample size n= 511

Q: In the past six months, have you purchased any of the following Fairtrade-labelled products?

Q: In the next six months, how likely or not are you to purchase each of the following Fairtrade-labelled products? Subsample: All who recall seeing the Fairtrade label.



# Willingness to pay more for ethical/Fairtrade certified products

Nearly 6 in 10 are willing to pay more for Fairtrade products, despite the increased cost of living

■ Agree strongly  
 ■ Agree  
 ■ Neither agree nor disagree  
 ■ Disagree  
 ■ Disagree strongly  
 ■ Don't know

"I am willing to pay slightly more for a product to ensure producers are paid a fair price"



"I am willing to pay more than regular price for Fairtrade products despite the increased cost of living"



The background is a solid dark blue color. It features several abstract geometric shapes: a large orange circle in the upper right, a smaller dark blue circle to its left, a white square and a blue rectangle to the right of the orange circle, a dark blue rectangle below the white square, a light blue square below the dark blue rectangle, a large light blue arc at the bottom, a small orange square and a small blue circle to the right of the large arc, and various other blue and light blue shapes scattered throughout the right side of the image.

## **Section 5: Impact Areas and Understanding**

# Social issues like child and forced labour, farmers' rights, and poverty increasing as key purchase motivators



Impact Areas Most Motivating Purchase, Rank in Top Three, %, Total, 2023 vs 2025

- Social
- Environmental
- Combined



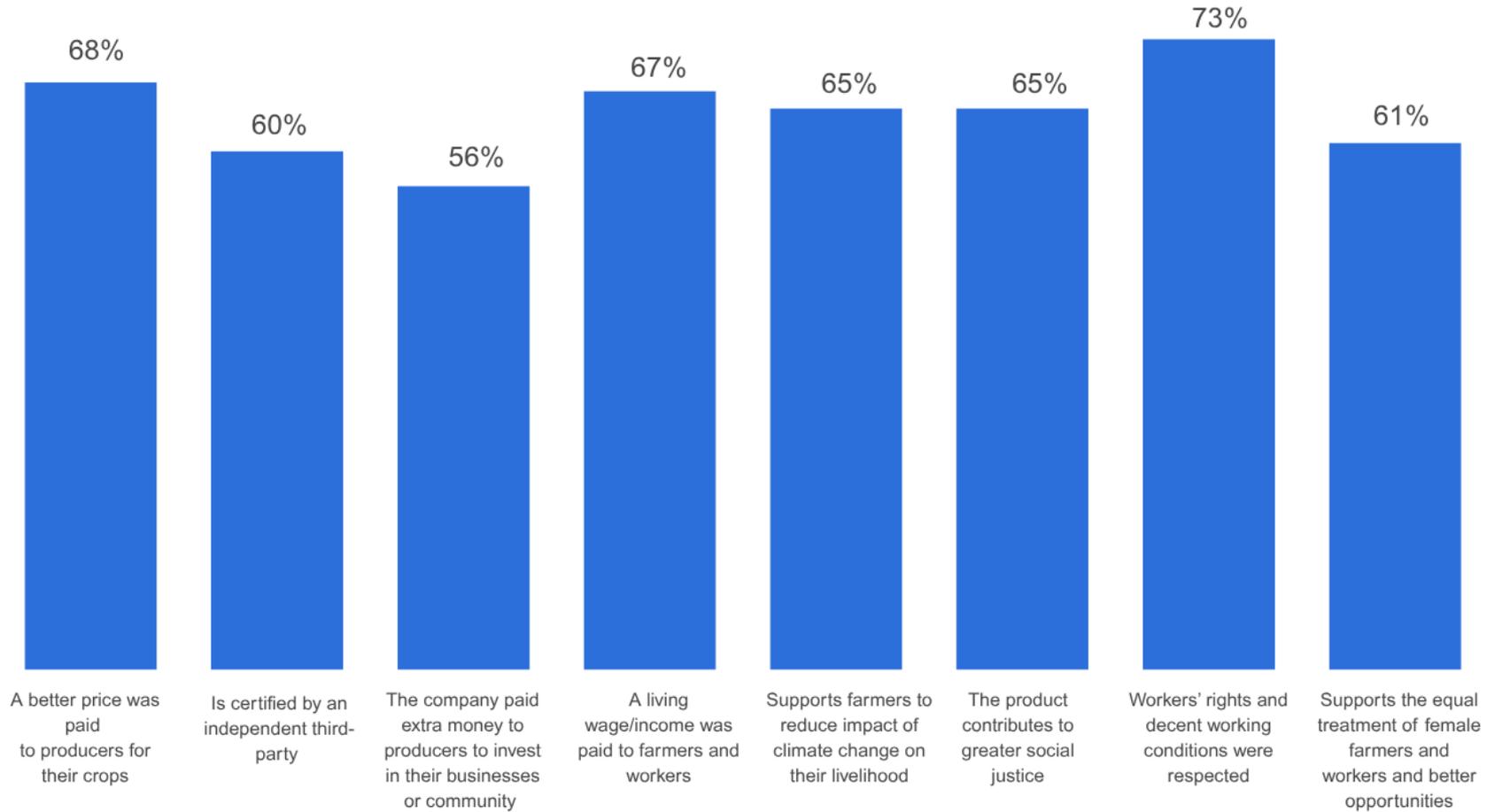
Sample size n= 1003

Q: Ethical/responsible and environmental labels help shoppers understand the social and environmental impact of the products they buy. In choosing what to buy, which of the following examples of potential impact areas are most motivating to you?

# Understanding and perception of the benefits of the Fairtrade Mark



Perceptions of Benefits of Fairtrade, “Describes” (4+5 on a 5-point Scale), %, All Who Recall Seeing the Fairtrade Mark, 2023 vs 2025



Sample size n= 511

# The connection with farmers and feeling part of a community through buying Fairtrade remains strong



Connection to Fairtrade, %, All Who Recall Seeing the Fairtrade Mark, 2025

■ Agree strongly  
 ■ Agree  
 ■ Neither agree nor disagree  
 ■ Disagree  
 ■ Disagree strongly  
 ■ Don't know

**"Agree" 2025**

"When I buy Fairtrade, I feel like I am standing together with the farmers and producers who grow our food"



**76%**

"By buying Fairtrade, I feel part of a community standing up for fairness and justice"



**73%**

Sample size n= 511

"I prefer to shop from retailers (online or in store) that I know carry Fairtrade products"



**60%**

Sample size n= 511

Q: Below are some statements relating to the Fairtrade label. Please indicate how much you agree or disagree with each statement.  
 Subsample: All who recall seeing the Fairtrade label.

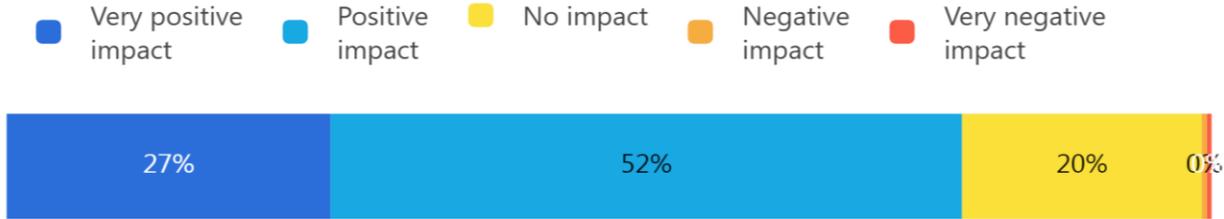
The background features a dark blue field with various abstract geometric elements. In the top right, there are overlapping circles in shades of blue and dark blue, and vertical bars composed of blue and light blue segments. A prominent orange circle is located to the right of the text. Below it, there are horizontal bars in white, dark blue, and light blue. At the bottom, there are large, overlapping, curved shapes in light blue and cyan, resembling stylized waves or arches. A small orange square and a small blue circle are also visible in the lower right area.

## **Section 6: Impact of Fairtrade on Partner Brands**

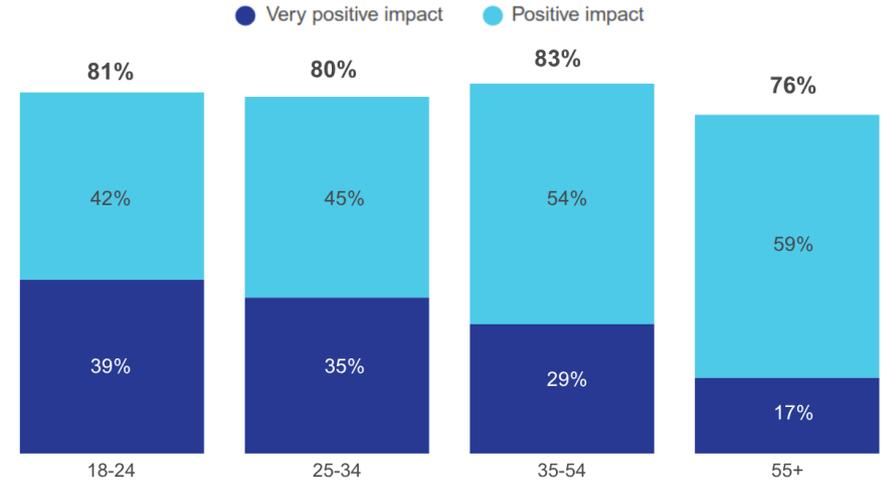
# Nearly 4 in 5 Canadians believe the Fairtrade Mark has a positive impact on their perceptions of Fairtrade certified products



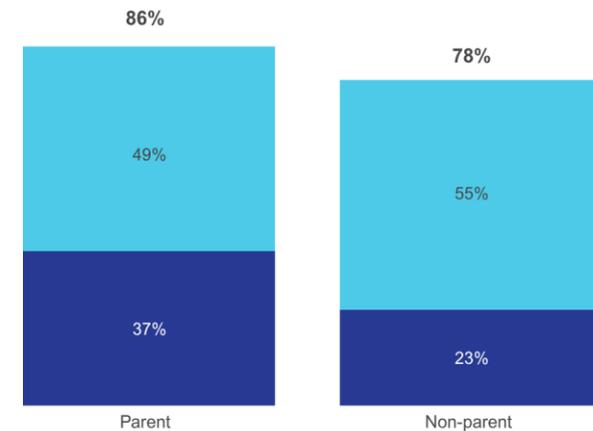
Impact of Fairtrade Mark on Brand Perceptions, %, All Who Recall Seeing the Fairtrade Mark, 2021-2025



Impact of Fairtrade Mark on Brand Perceptions, "Positive Impact" (4+5 on a 5-point scale), %, All Who Recall Seeing the Fairtrade Mark, 2025



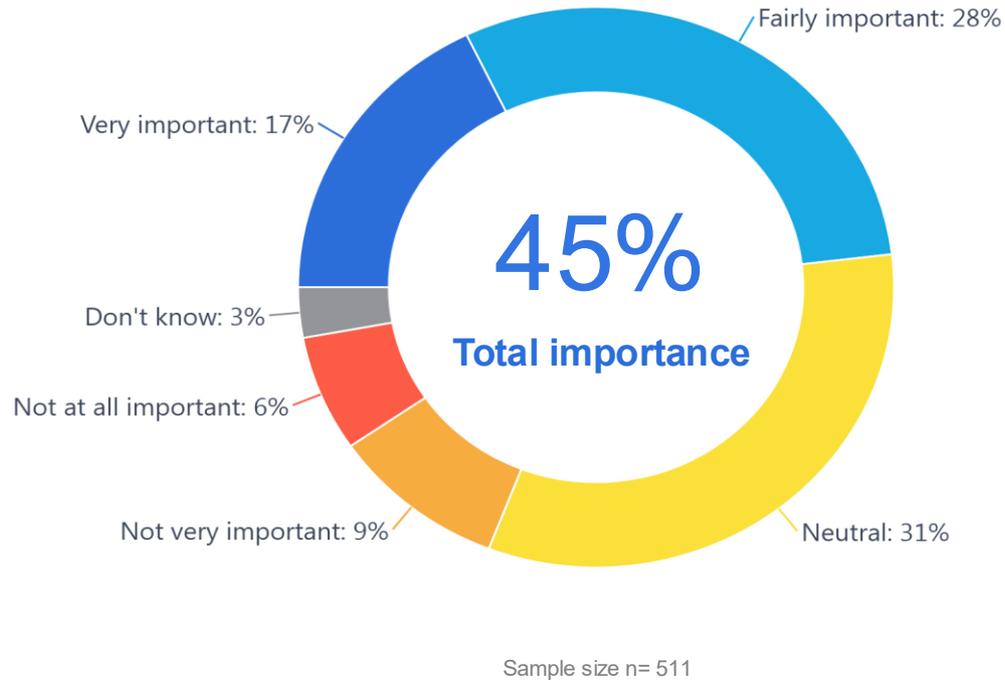
Sample size n= 511



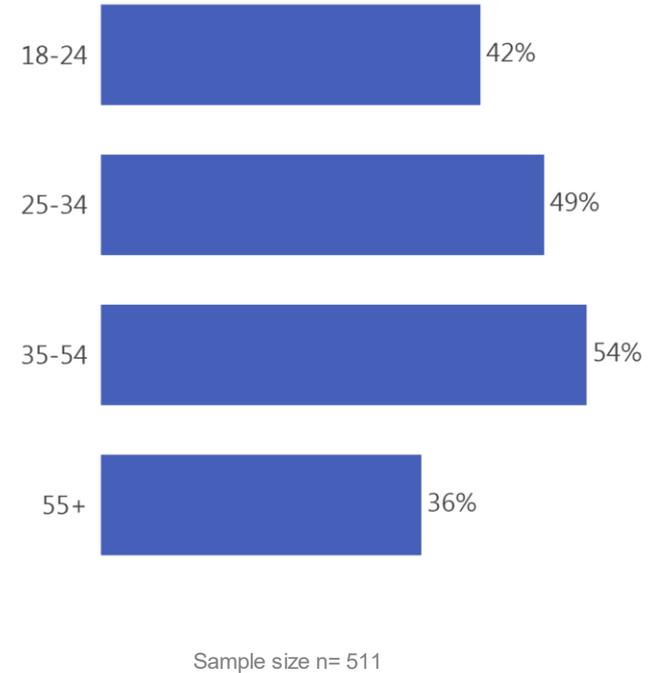
Q: If a branded product that you normally buy began carrying this label, how would that change your impression of the branded product, if at all?  
 Subsample: All who recall seeing the Fairtrade label.

# Nearly half of Canadians who recall seeing the Fairtrade Mark think it is important that the cafés/restaurants they choose to visit serve Fairtrade certified coffee; Millennials are more likely than average to see this as important

Importance That Cafés/Restaurants Offer Fairtrade Coffee, %, 2025

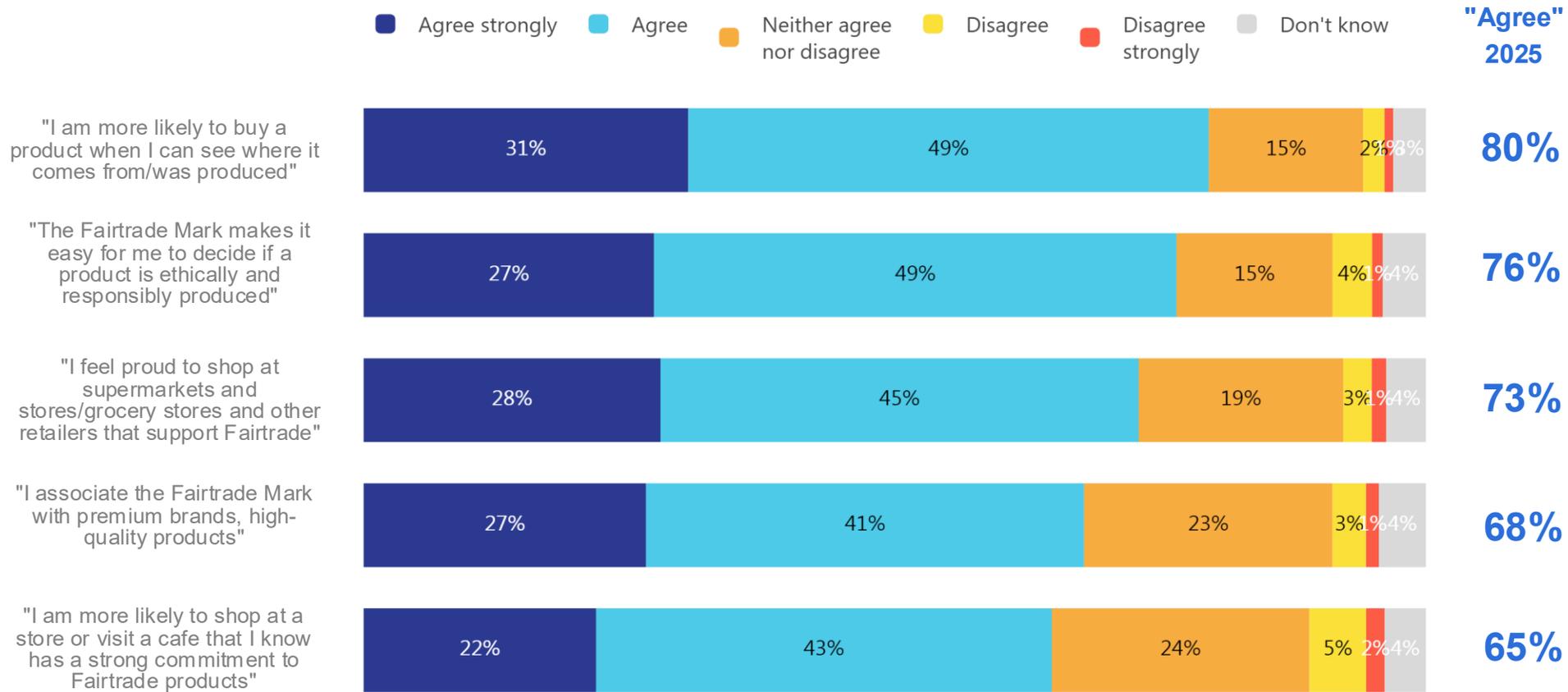


Importance That Cafés/Restaurants Offer Fairtrade Coffee, by Age, %, 2025



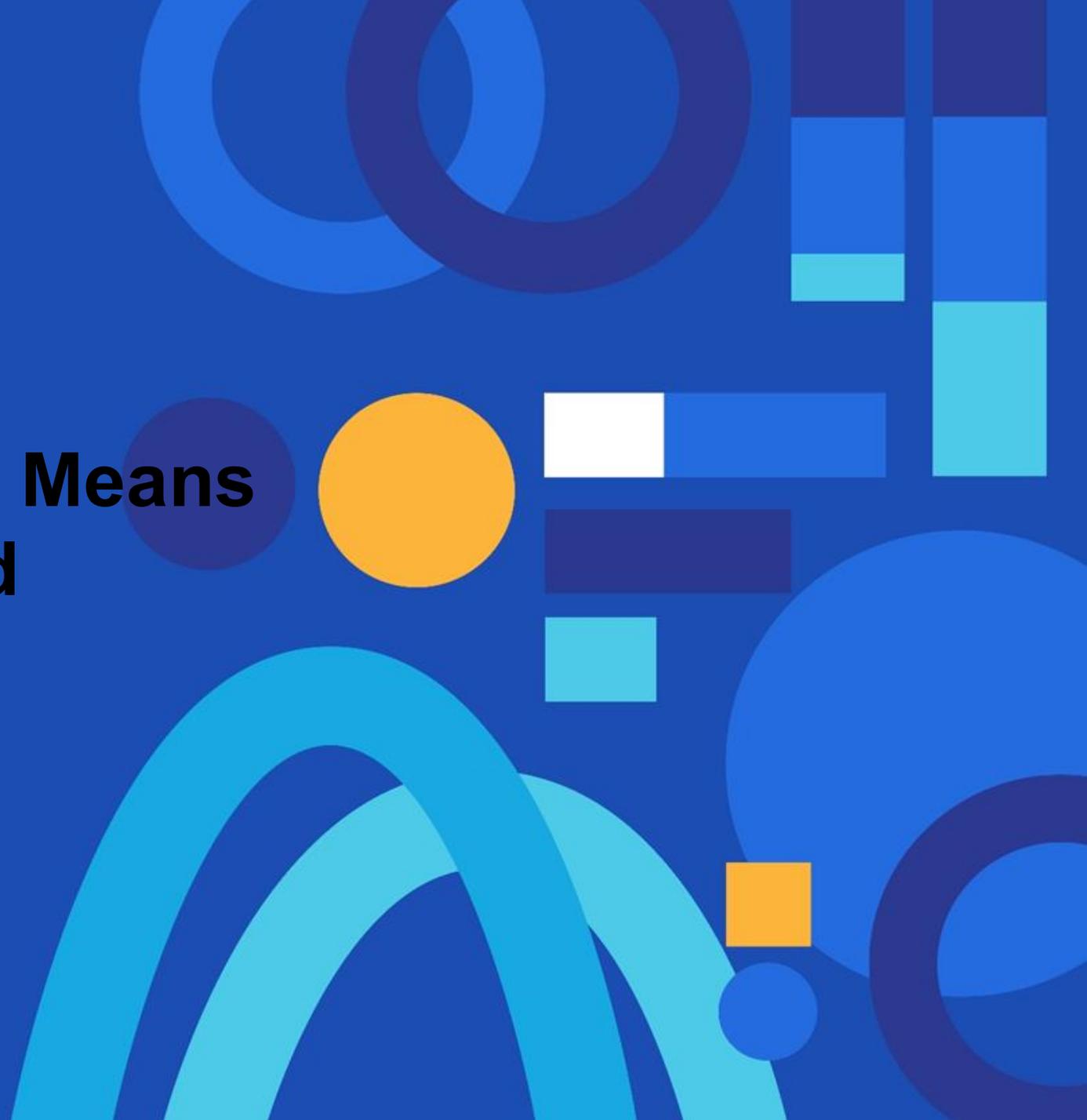
# 4 in 5 consumers who recall seeing the Fairtrade Mark are more likely to buy a product when they can see its origins, and a similar proportion agree that the Mark makes it easy to identify responsible products

Consumer Impact/Experiences of Fairtrade, %, All Who Recall Seeing the Fairtrade Mark, 2025



Sample size n= 511

# Section 7: What This Means for Your Brand



# What This Means for Your Brand

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- #1 High Consumer Trust = Brand Trust** - 8 in 10 Canadians who have seen the Fairtrade Mark trust it.  
*Implication:* Your brand inherits this trust when you carry the Mark, enhancing credibility and consumer confidence.
- #2 The Mark Drives Positive Perceptions** - Almost 8 in 10 Canadians say the Mark enhances their impression of brands.  
*Implication:* Including the Mark differentiates your products, especially in ethical and premium segments.
- #3 Social Impact Deepens Emotional Connection** - A majority feel that buying Fairtrade is a personal act of standing with farmers and joining a community for fairness.  
*Implication:* This emotional bond creates deeper brand loyalty and identity alignment.
- #4 Premium Value in a Cost-Conscious Market** - Nearly 60% of Canadians say they're willing to pay more for Fairtrade products - even amid rising living costs.  
*Implication:* The Fairtrade Mark isn't just a value signal; it enables pricing resilience by aligning with consumer ethics.
- #5 Lead with Purpose, Not Just Product** - Canadians increasingly associate Fairtrade with tackling critical issues like child labour, poverty, and unsafe working conditions.  
*Implication:* Brands that align with these values can stand out in an era of values-based consumption.

# Top 5 Actions Your Brand Can Take to Respond to Changing Consumer Demand

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#1

## **Prioritize Visibility of the Fairtrade Mark**

*Why:* Visibility drives trust and purchase - coffee, chocolate, tea, and bananas top the recall list.

*Action:* Ensure prominent and consistent placement of the Fairtrade logo across packaging and digital media.

#2

## **Tell Your Ethical Story Often**

*Why:* 6 in 10 Canadians have heard about Fairtrade recently, including via social media and in-store displays.

*Action:* Use content marketing and retail storytelling (e.g., POS displays) to share your Fairtrade commitments.

#3

## **Leverage the Emotional Narrative**

*Why:* Consumers say Fairtrade purchases reflect their personal values - fairness, justice, solidarity.

*Action:* Craft messaging that frames Fairtrade as part of your brand's values, not just a certification.

#4

## **Lead with Impact Areas That Matter Most**

*Why:* Tackling child labour, forced labour, and poverty are the top motivators for ethical purchases.

*Action:* Show how your Fairtrade sourcing contributes to tackling these issues with evidence and storytelling.

#5

## **Tell the Human Story Behind Your Products**

*Why:* A majority of Canadians say buying Fairtrade makes them feel connected to farmers.

*Action:* Use packaging, content, and campaigns to spotlight producers and the impact Fairtrade has on their lives.