

June 2019

Quick Service Restaurants - Canada

"The primary focus of this Report will be to better understand usage of quick service restaurants, the drivers and barriers to visits and the opportunities to leverage tactics such as new technology, unique flavours and emerging alternatives to meat. The findings of this Report are based on the results of ...

Healthy Lifestyles - Canada

"Canadians have a realistic mindset when it comes to managing wellness as most don't claim to be living 'very healthy' lifestyles, indicating an awareness that more can be done to be healthier. This isn't to say that consumers are apathetic – they're not. The majority of Canadians are not satisfied ...

May 2019

The Experiential Traveller - Canada

"Canadians are savvy leisure travellers, with the majority having taken an overnight leisure trip in the past year. Most consumers have eaten at a local restaurant in the past year, which ranks as a top travel priority. Travel influencers revolve around exploring new places, trying something that consumers have never ...

April 2019

Canadian Lifestyles: The Cost of Convenience - Canada

"Canadians are approaching spending a little more conservatively, meaning consumers will need more to 'sweeten the pot'. For companies, a slowing economy also means that supporting margins will be a priority for companies. Moving into 2019, being mindful that 'value is in the eye of the beholder' will play a ...