

December 2019

Beauty Retailing - Canada

"Despite the glamorous association with the BPC category, much of the engagement with the category is rooted in usage of mundane items designed to address basic hygiene needs. This renders the category one that is more firmly linked to function than fun in the minds of consumers. Having said this ...

November 2019

Gifting - Canada

"Gifting is changing and the reasons for doing so now run much broader than just traditional occasions. Gifting now includes more 'mundane' situations like going to someone's house for dinner and treating oneself in both good times and bad. Preferences for the types of gifts given and desired are also ...

October 2019

Canadian Pet Owners - Canada

"The majority of Canadians have a pet in their household with dogs and cats being most common. The market for dog and cat food continues to climb and will likely see premium offerings expand into more product lines. Sentiment among pet owners displays a strong connection between them and their ...

September 2019

Marketing to Gen Z - Canada

"Like any other generation, Gen Z are a product of their times. However, unlike before, the pace of change has never been faster, influencing the mindset and core values of Gen Z to a degree which has never been seen before. Societal and cultural nuances have influenced Gen Z in ...

August 2019

Marketing to Millennials - Canada

Car Purchasing Process - Canada

"At 25-42, most Millennials have aged out of the stereotypical early 20's lazy and entitled image that has defined them for so long. Millennials are financially minded and transitioning into adulthood with more than half now responsible for others as spouses and parents. The transition into adulthood is leaving the ...

"The test drive remains essential in the car buying process but many are turning to online research, including reviews submitted by consumers as well as professionals in the field. Most consumers are performing research on incentives, car performance and car features, making them well informed before they visit a dealership ...

July 2019

Loyalty Programs - Canada

"Naturally, getting consumers to shop regularly at stores means delivering on the basics like good prices, quality, service and experience above all else. Loyalty programs are a secondary consideration, however, they do work to drive the namesake behaviour. Having said that, near universal participation means more clutter and retailers must ...

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 ...

March 2019

SUVs, Crossovers and Pickup trucks - Canada

"The category is well positioned given that Canadians are most likely to consider an SUV for their next vehicle purchase. Parents in particular are more likely to contemplate an SUV, which are commonly associated with family vehicles. Additionally, crossovers trail SUVs and sedans as the type of automobile that consumers ...

February 2019

Arts and Crafts Consumer - Canada

"The majority (58%) of Canadians participated in making at least one type of arts/craft activity in 2018. Although engagement is likely more sporadic for most, the process of making arts and crafts meets a number of wellness benefits for consumers including relaxation and bonding with family or friends. Younger ...

Family Vacations - Canada

"Canadians are inclined towards leisure travel, with the majority having taken an overnight leisure trip in the past two years. In this same period, a quarter of consumers had gone on a leisure trip with their children under the age of 18 and most went with their spouse/common-law partner ...

Attitudes toward Gaming - Canada

"Video games represent an exciting part of the technology industry. Not only are they fun to play, but they have evolved exponentially in both technological capabilities as well as market appeal. Today, the majority of Canadian adults are playing video games – whether it's on a dedicated console, a personal ...

January 2019

Convenience Stores - Canada

"Convenience stores are a fixture in the Canadian retail market. With easily accessible locations and long business hours, they offer consumers a shopping option that is quick and easy. As retail has evolved in recent

Senior Lifestyles - Canada

"Knowing that seniors are the fastest growing segment of the population makes them intuitively an increasingly important segment for marketers to pay attention to. Seniors are bucking stereotypical images and



Lifestyles and Retail - Canada

years – including grocery stores, big box stores and e-commerce – it is worthwhile to ...

increasingly showing an interest in following their passions and dropping the sentiment that they are too old to keep-up-to date ...