

December 2020

Grocery Retailing: Incl Impact of COVID-19 - Canada

“It is so cliché to use the word unprecedented in 2020, but this truly is an unprecedented time for the grocery sector right now as significant changes are seen in consumer approach to grocery shopping. Before the pandemic, grocery shopping was all about routines and habits, with behaviours practically entrenched ...

Automotive Innovation: Incl Impact of COVID-19 - Canada

“There has been a burst in automotive innovations hitting the market in the past several years, straddling areas such as safety, convenience, performance and connectivity in addition to autonomous and electric advancements. Consumer interest is strong for auto technologies that revolve around autonomous safety and many are willing to pay ...

October 2020

Marketing to Millennials: Incl Impact of COVID-19 - Canada

“On the whole, Millennials are unified in their less positive outlook on life and their more fluid notion of adulthood. While the pandemic has added mental and emotional weight for all segments, Millennials entered into the pandemic already ‘low’ – feeling less stable and content as they’re less established, yet ...

September 2020

Canadian Lifestyles: The Evolution of Success: Incl impact of COVID-19 - Canada

“The COVID-19 pandemic has hit the Canadian economy hard with the country seeing record low levels of spending in Q2 2020. Recessionary conditions and financial uncertainty loom heavily which will drive a conservative mindset towards spending for the remainder of 2020 and well into 2021. As consumers continue to grapple ...

August 2020

Dining Out: Incl Impact of COVID-19 - Canada

“Two seemingly hyperbolic statements illustrate the current state of dining out: foodservice has arguably been the hardest-hit consumer industry by COVID-19



Lifestyles and Retail - Canada

and 2020 so far has inarguably been the most challenging time in restaurant history.