

July 2021**Marketing to Gen Z - Canada**

“Gen Zs aren’t living up to the old adage of being young and carefree as they’re bogged down with worry about sustaining their current standard of living and worse, that their financial dependence is making them a burden on their families. As this is clearly not a healthy mental space ...

June 2021**Travel in 2021 - Canada**

“The travel and tourism industry is among the most adversely affected by the COVID-19 pandemic, and will take the long road to recovery. It will take the widespread availability of vaccines for consumers to feel safe to travel again; however, many will not be comfortable anytime soon. Canadians will stick ...

May 2021**Meal Planning and Preparation - Canada**

“Consumers are cooking more at home thanks to the pandemic and constantly up-ended routines are putting the logistics of meal planning and cooking to the test. Currently, a protective mindset drives Canadians to shop online more for groceries and make fewer micro-trips. Looking ahead, continued reliance on e-commerce and flexible ...