

January 2017

Luxury Cars - Canada

Luxury automobile manufacturers and brands operating in Canada face a very competitive market with a plethora of models and options for consumers to choose from. A strong interest among consumers in considering a luxury vehicle for their next purchase displays positive signs for the segment.

December 2016

New Cars - Canada

"Automobile manufacturers and brands operating in Canada are facing a changing environment of evolving preferences and consumer demand. Generational considerations for type of vehicle and interest in vehicle features can be contrasting, as younger consumers prefer newer models and the latest technology innovations, while older drivers lean towards reliability and ...

November 2016

Grocery Retailing - Canada

Canadian grocery shoppers are engaged with the centre of the grocery store, buying pantry staples as well as snacks and drinks. However, the area suffers from a bit of a bad reputation given the adage 'to stay at the perimeter in order to shop healthier'.

October 2016

Air Travel - Canada

"Operators in the passenger airline industry in Canada are facing a changing environment of evolving preferences and consumer demand. While some consumer behaviours surrounding and attitudes towards air travel are largely generational, the consensus among consumers revolves around the concerns related to the costs of flying, which range from the ...

September 2016

Marketing to Parents - Canada

"As parents are more likely to be working full time than ever before, the approach to parenting necessitates a certain level of independence from their children. The result is a greater respect afforded to their children, evidenced by greater input from children on family activities. This comes with the side ...

August 2016

Consumer Finances and Priorities - Canada

"Canadians are somewhat pessimistic about economic conditions and concerned about food inflation and employment but the housing market is not a national concern".

– **Sanjay Sharma, Senior Financial Services Analyst**

Marketing to Boomers - Canada

"At age 51-70, Boomers are currently the largest generation in the Canadian population and growing. There is a certain level of comfort with getting older as older Boomers find ways to deal with the symptoms of aging head on. As a segment, they feel disconnected and are misjudged for being ...

Telecom - Media Usage - Canada

"Operators in the telecommunication industry in Canada are facing a changing environment of evolving technology and consumer preferences. While some of these consumer preferences are generational, the way media is being consumed and utilized is transforming as a whole. To retain customers and preserve an excellent reputation, which will help ...

July 2016

Healthy Lifestyles - Canada

"The emotional benefits of feeling good and being happier are keeping consumers motivated and engaged. Canadians remain steadfast in cooking and less willing to compromise health for convenience."

June 2016

Auto Service, Maintenance and Repair - Canada

"Auto service, maintenance and repair are vital to the proper operation of any vehicle and prevent vehicle component failure and loss of money. Consumers today are looking for good customer service, but at the right

Health and Wellness Retailing - Canada

Canadians take a holistic approach to managing wellness, with physical and mental health being the top priorities. Though they generally see themselves as healthy, weight remains a concern for about half the

price and at a facility that is conveniently located. Consumers want the job done right ...

population (54%). Traditional outlets remain the most trusted resource for treatment for Canadians, however, the propensity for self-diagnosis ...

May 2016

Dining Out - Canada

Canadians are dedicated patrons of foodservice outlets with some 94% who have eaten at a restaurant in the three months leading up to February 2016. However, tightening of budgets means that more consumers are spending in moderation and cutting back on treats – including dining out. As such, the industry ...

April 2016

Canadian Lifestyles: It's Not Dollars to Donuts - Canada

"Although the majority of Canadians perceive their current financial situation as stable, there is a sense that the rising cost of goods is impacting consumers – leading to a greater prioritization of addressing current debt and saving for the future. The outlook on the economy is cautious leading to consumers ...

Connected Living - Smart Home and Integrated Devices - Canada

"The majority of Canadian consumers are interested in making their home more 'connected' by using smart devices. The growing desire by the consumer for convenience, safety, security and energy and money savings will support the progression of the smart home market."

Andrew Zmijak, Research Analyst, Consumer Behaviour & Social Media

March 2016

Grocery Store Perimeter - Canada

"Rapidly rising food costs are impacting categories sold at the perimeter of the grocery store (fresh produce, dairy, fresh baked goods, fresh meat and seafood). Retailers must creatively find ways to reinforce 'freshness' and lessen consumer focus on price. Motivating consumers at specialty counters will mean reminding them of the ...

February 2016

Beauty Retailing - Canada



Lifestyles and Retail - Canada

"Various demographic groups will require specific types of beauty products, and age and gender play a vital role in shaping these consumer demands. Technology also plays an increasing role, as people are shopping differently today – more so online and via mobile devices while value continues to be a key ...

January 2016

Marketing to Millennials - Canada

"Millennials are seeking new ways to define themselves (not necessarily rooted in traditional expectations). Taking pride in being unique from others of their generation, brands will need to be respectful of their individuality and sense of responsibility. From brands, Millennials seek a collaborative, authentic relationship."