

October 2021

Grocery Retailing - Canada

“Grocery retailing has arguably already entered its post-pandemic state. It experienced rapid change in the early months – with sales spikes, widespread shortages and concerns about virus transmission – but quickly settled into its new normal. Today, most Canadians are comfortable going to the grocery store and little will change ...

Commuting - Canada

“COVID-19 has been particularly disruptive for transport, but offers a chance to reset the dial and build a more sustainable, integrated 21st century network. The car has become a cocoon for many people during the pandemic with the challenge of encouraging a shift towards public transit becoming more difficult. The ...

September 2021

Marketing to Seniors - Canada

“Companies don’t need to reinvent the wheel when catering to seniors. As a consumer group, they are much more engaged and much more tech savvy than they get credit for. This lifestage informs their sense of ‘value’. Like younger consumers, seniors are keen on experiential elements, not because they are ...

August 2021

Dining Out - Canada

“Restaurants have faced unprecedented challenges since March 2020. Not only were they directly impacted by government restrictions, but more time at home for consumers meant less overall demand for foodservice.

The industry is now looking ahead to the future. They will need more tactical messaging to encourage diners to visit ...

Marketing to Millennials - Canada

“There is a real sense that the Millennial generation is one that strives for stability. Younger Millennials are at a phase in life where they are newer to living as independent adults and are therefore working hard to establish solid financial footing. The economic impact of the pandemic has been ...