



Technology and Media - Canada

March 2021

Fintech and the Canadian Consumer - Canada

“The use of branches has declined during the pandemic as usage of mobile apps and digital tools surges ahead. While some of these adopters will continue to use more digital, many customers are yearning for a human connection and will return to branches as the pandemic recedes.”

February 2021

Staying Informed: How you Get the News - Canada

“The news industry is incredibly unique in Canada. It is centuries old and used by almost every consumer on a daily basis – yet many of its companies are now struggling to remain financially viable. Digital tech has been particularly disruptive to the industry, making it easier for consumers to ...

Digital Trends: Hardware - Canada

“Despite hurdles throughout 2020, the digital hardware industry is in a healthy position – reflected by the growth of its leading companies. The pandemic forced Canadians to adopt more digital habits out of necessity, which ultimately drove demand for hardware.