

April 2021**The Budget Shopper - Canada**

“Consumers will come away from the pandemic being choosier about which businesses they want to support as ideas surrounding value and what’s essential have likely been recalibrated. Where ‘basic’ meant affordable and safe at the start of the pandemic, consumers will seek to support businesses that offer value in the ...

Pet Retail - Canada

“Stay-at-home mandates due to the COVID-19 pandemic has seen pet owners spending more time at home with their furry loved ones. With pet owners likely having deepened the bond with their pet during this period, many will not hold back on spoiling their pets and looking out for their wellbeing ...

March 2021**Healthy Lifestyles - Canada**

“Regardless if it’s exercising or eating an indulgent snack, choosing a healthy or unhealthy behaviour because we want to feel better is something we can all relate to. Health management is about balancing needs on a continuum. While most strive towards making choices that align with health goals, sometimes a ...

February 2021**Beauty Retailing - Canada**

“The meteoric lifestyle impacts of COVID-19 have driven Canadians to take a more relaxed approach to their beauty routines. Hygiene and maintenance products will remain at the top of shoppers’ beauty and personal care lists, while discretionary categories will be demoted in importance, particularly in light of the economic downturn ...