

August 2022

Outdoor Cooking - Canada

“Although brands may have a difficult time sustaining the pace of sales experienced during the pandemic, Canadian consumers are enthusiastic about the category, with four in 10 expressing intentions to make an outdoor cooking equipment purchase within the next year. Price sensitivity will impact purchase decisions, particularly in light of ...

June 2022

Beauty Devices and Accessories - Canada

“The category’s association with wellness, self-care and fun will need to be leveraged as a way to motivate consumers to expand their beauty device repertoires. Price sensitivity driven by cost of living increases will force many Canadians to cut down on discretionary purchases including beauty devices. Highlighting versatile features, added ...