

January 2022

Loyalty Programs - Canada

“Canadians are very familiar with loyalty programs; perhaps too familiar. The wide availability of programs and the ubiquity of basic models – points for purchases that eventually lead to a reward – has made them an expected tool for consumers, but not one that actually elicits loyalty.

The opportunity is ...

Marketing to Moms - Canada

“While moms as individuals vary considerably in their interests and approaches to parenting, as a collective, moms are generally satisfied with motherhood and take pride in their children. The pandemic has been particularly challenging for moms, who saw their household workloads increase significantly. Additional cooking, cleaning and childcare contributed to ...

November 2021

Canadian Lifestyles - Canada

“Exceptional vaccination rates and business reopening across the country have given the Canadian economy a real boost in the arm (pun intended). In fact, spending in the first two quarters of 2021 look similar to pre-COVID-19 times for many categories. Given this, those who were already saving/investing got the ...

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 ...

July 2021

Marketing to Gen Z - Canada

“Gen Zs aren’t living up to the old adage of being young and carefree as they’re bogged down with worry about sustaining their current standard of living and worse, that their financial dependence is making them a burden on their families. As this is clearly not a healthy mental space ...

June 2021

Travel in 2021 - Canada

“The travel and tourism industry is among the most adversely affected by the COVID-19 pandemic, and will take the long road to recovery. It will take the widespread availability of vaccines for consumers to feel safe to travel again; however, many will not be comfortable anytime soon. Canadians will stick ...

May 2021

Meal Planning and Preparation - Canada

“Consumers are cooking more at home thanks to the pandemic and constantly up-ended routines are putting the logistics of meal planning and cooking to the test. Currently, a protective mindset drives Canadians to shop online more for groceries and make fewer micro-trips. Looking ahead, continued reliance on e-commerce and flexible ...

April 2021

The Budget Shopper - Canada

Pet Retail - 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 ...

“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 ...