

March 2021

Digital Advertising: Incl Impact of COVID-19 - Canada

“The COVID-19 pandemic has put significant pressure on businesses and this has resulted in a stricter approach to spending, undoubtedly affecting ad spend. As consumers spend ample time performing online activities that have been replaced by those done in-person, an emphasis on digital advertising is critical for businesses of all ...

October 2020

Digital Trends: COVID-19 - Canada

“In the first weeks of the pandemic, Mintel predicted that the digital tech industry would see an increase in demand as consumers spent more time at home. That did happen as expected, but there is now ample evidence to suggest that many of the behaviours sparked by the pandemic will ...

Social Media Trends: Incl Impact of COVID-19 - Canada

“Social media is ingrained in the daily lives of many consumers and has likely taken on a larger role in communicating with others during the COVID-19 pandemic. Consumers are utilizing social platforms as a research resource and there is acknowledgment that some platforms are doing better than others in terms ...

September 2020

Families and Tech: Incl Impact of COVID-19 - Canada

“Canada’s family demographics have reached a point where Millennials are parents of young children – which means digital technology is now an innate skill for the entire family. The result has been that tech plays a vital role in the typical family household – especially after the COVID-19 pandemic made ...

August 2020

Mobile Network Providers: Incl Impact of COVID-19 - Canada

“Mobile network providers are positioned to get through the choppy waters brought on by COVID-19, as Canada’s population expands and a shift in consumer preferences is evident for service plans with plenty of data. With most pleased with their service provider and there being notable interest in 5G, the market ...

July 2020

Tech Habits of Gen Z: Incl Impact of COVID-19 - Canada

“Gen Z is a unique generation that is growing its purchasing power each year. Millennials were a focus for years, but their upbringings were more similar to Gen X than Gen Z. Thanks to the rapid innovation taking place in the mid-2000s, Gen Z’s young lives have been unlike any ...

June 2020

Digital Trends (Brands): Incl Impact of COVID-19 - Canada

“Digital brands are suddenly at the forefront as the world grapples with COVID-19. Apple and Google have partnered to create contact tracing app software, Amazon is experiencing shipping delays as a result of a surge in demand for online shopping, while Nintendo is selling out of consoles and Netflix is ...

May 2020

Subscription Media: Incl Impact of COVID-19 - Canada

“Consumers have become accustomed to streaming services with the majority having some form of subscription media. With millions of Canadians staying home due to the COVID-19 pandemic, many with additional time on their hands and kids at home, will likely sign up for streaming services if they haven’t already done ...

March 2020

Esports and Gaming - Canada

“The video game industry has evolved over the decades from a niche subculture to a mainstream hobby. Along the way, some consumers started to seek out ways to watch others play – whether in official esports tournaments or more casual live streams. And many of these viewers also aspire to ...

February 2020

Sports Media Consumers - Canada

"There are few categories in the media industry that can elicit as much passion as professional sports. A cursory glance at a cheering crowd or excited sports bar illustrates how important sports are to consumers. And its role in the media is very important since it is one of the ...

January 2020

Personal Audio: Headphones & Speakers - Canada

"Personal audio is one of the most important accessories in the broader tech market. While central devices like smartphones, tablets and personal computers drive the overall industry, personal audio products are needed to access the growing demand for content – whether it is music, movies, video games or any other ...