

August 2023

Canadian Lifestyles - Canada

"Canada's diversity is what sets it apart as a country. And with the immigration targets set by the government, it is only going to become more diverse in the years ahead.

With that in mind, it's important to understand the market's diversity at a deeper level and how it impacts ...

Coffee & Coffee Shops - Canada

"Coffee is deeply rooted in habit. However, this doesn't mean there isn't opportunity for innovation. Added benefits, flavours and formats are ways coffees can differentiate themselves from one another. In the eyes of Canadians, coffee has many uses, including as a pick-me-up, for moments to connect and even to take ...

July 2023

Travel in 2023 - Canada

"It's nice to be back. After a slow recovery, travel in Canada is finally regaining its stride. And while three quarters (77%) of consumers are planning on taking an overnight trip in the next year, they are not feeling free of concerns. From increased prices of travel to concerns around ...

June 2023

Marketing to Millennials - Canada

"When discussing generations, population size is a pivotal factor that can make one cohort much more valuable than another. And today, there is no bigger generation than Millennials.

That fact, combined with their stable, established lifestyles (and employment) makes them the most influential generation in the market today – and ...

Marketing to Gen Z - Canada

"Gen Z is still learning the ropes of adulthood, but now is the time for brands to make lasting connections with this consumer group.

The diversity of this generation has exposed these consumers to a range of perspectives and ideas that no other group had before them – which is ...

Healthy Lifestyles - Canada

"While a new car or gaming console may be off the table during tight financial times, can you really put a price on your health? The tools to lead a healthy lifestyle are a permissible indulgence and an investment in one's future for many Canadians. Brands can appeal to consumers' ...

April 2023

Leisure Trends - Canada

Gambling - Canada

Lifestyles and Retail - Canada

“Leisure behaviours are evolving; digital tech is making media a more central part of leisure time while also making it easier to enjoy leisurely activities during work time.

Meanwhile, market factors are driving a shift from out-of-home to in-home leisure time – creating a major threat for the former and ...

“The launch of the iGaming market in Ontario has been a resounding success, both bringing new business and breathing new life into the gambling landscape in the province, while also encouraging existing players – like casinos and OLG – to innovate and adapt. While other provinces are still hesitant to ...

Commuting - Canada

“With the COVID-19 pandemic in the rear view mirror, consumers are venturing back to in-person school and work. Commuting has returned to normal. Or perhaps the new normal? With electric vehicle mandates on the horizon and alternative (read: non-car) options gaining popularity, the commuting landscape is headed for change. But ...

March 2023

Omnichannel Retailing - Canada

"Omnichannel retailing is the natural result of a market that has widely adopted ecommerce, but refuses to abandon physical stores.

The future of omnichannel retailing will be driven by stakeholders that innovate to separate themselves from the pack, creating an experience that's better than either in-store or online can be ...

January 2023

The Budget Shopper - Canada

“Anyone can be a budget shopper – even the highest income consumers consider themselves frugal and enjoy hunting for a good deal. Budgets are generally flexible. Consumers seek out value rather than simply adhering to a strict budget. Market factors like inflation create added incentive to find the best possible ...

Upcoming Reports

The Sustainable Consumer - Canada - 2023

Pet Retail - Canada - 2023

Grocery Retailing - Canada - 2023

Marketing to Baby Boomers - Canada - 2023



Lifestyles and Retail - Canada

The Arts & Craft Consumer - Canada - 2023