

December 2017

The Budget Shopper - Canada

Although most engage in budget-seeking behaviours, the majority of Canadians tend to keep an eye on their finances rather than stick to a strict budget. The flexibility in approach to monitoring their finances leads to some flexibility when shopping and receptiveness to deals found while engaging in the task. As ...

August 2017

Retailer Loyalty Programs - Canada

Memberships in loyalty programs are high with 91% of consumers claiming to belong to a program, with the greatest engagement seen in categories that meet staple needs. Shifting household structures and consumer shopping habits means that traditional points collection methods may lose relevance. Ultimately, loyalty programs are working to keep ...

July 2017

Drug Store Shopper - Canada

"Canadians remain faithful to traditional drug stores for their drug store needs. However, the convenience of one-stop-shopping at other retailers poses a threat to patronage. Positively, Canadians still see drug stores as differentiated in their expertise. Having said this, diversification of products and services has worked to draw in a ...

June 2017

Women's Clothing - Canada

"Prioritizing comfort over style, Canadian women enjoy the clothes shopping process and are highly engaged. However, a conservative mindset towards discretionary spending means that consumers lean more towards retailers that are perceived to offer the best value. The tendency remains skewed towards buying clothes from physical stores, as fit continues ...

May 2017

Car Purchasing Process - Canada

"While the test drive remains key in the car buying process, many are turning to online research and resources to compare things such as pricing, dealership incentives and gas mileage. Consumers are also going online to peruse professional vehicle reviews, dealership reviews and to view owners' experiences."

- Andrew Zmijak, Research ...

March 2017

Major Appliances - Canada

"Major appliance brands operating in Canada are facing a changing environment of evolving preferences and consumer demand. Manufacturers will need to address cost-sensitivities as the majority of consumers are influenced by price. This may translate to more entry-level devices with less features or more compact design."