

## Canadian Lifestyles: Pride and Purse Strings - Canada - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“Record-high household debt levels and concerns over the current economic conditions continue to weigh on the minds of consumers, leading them to continue holding a conservative mindset when it comes to spend. However, there is slight improvement in perceived financial health, meaning that consumers have a little more wiggle room than in 2016.”

– Carol Wong-Li, Senior Lifestyle Analyst

This report looks at the following areas:

Consumers continue to hold a conservative mindset when it comes to spending owing to concerns around the current economy and their ability to save for the future. However, as the majority of Canadians perceive their financial situation to be stable, there is some wiggle room to be had for small splurges and further investments. In terms of how Canadians see themselves, consumers generally share in perceiving themselves as middle class and take pride in living in Canada, owing to the fact that they see the nation as globally reputable and inclusive.

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

# Canadian Lifestyles: Pride and Purse Strings - Canada - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know  
Definition

### Executive Summary

Canada today  
The people  
The economy  
The consumer  
Perception of financial health shows slight improvement  
Figure 1: Perception of financial health, January/February 2015-17  
Debt reduction continues to be prioritized in 2017  
Figure 2: How extra money is spent, January 2017  
Financial and economic concerns loom large for about a quarter of the population  
Figure 3: Current financial concerns, January 2017  
Half of Canadians see themselves as 'middle class'  
Figure 4: Middle class values, January 2017  
Canadians are proud to be living in Canada  
Figure 5: Attitudes towards living in Canada, January 2017  
What it means

### Canada Today – The People

What you need to know  
Canada's population is growing due to immigration, increasing diversity  
Canada will become increasingly diverse  
Increased diversity means greater opportunities and considerations  
The population is geographically concentrated  
Geographical concentration means resources will be strained  
Figure 6: Share of population of Canada, by territory/province, 2016  
Canada is a low-fertility society  
Figure 7: Total fertility rate, 1963-2013  
Women are having children later in life  
Figure 8: Fertility rate, by age(per 1,000 women), 2001-11  
The family structure is changing  
Figure 9: Distribution and percentage change of census families, by family structure, 2001-11  
Shift in family structure means families need more help  
Canada's population is aging  
Figure 10: Population aged 0 -14 and 65+, as of July 1, 1995-2035\*  
Figure 11: Canadian population, by age, 2016

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Canadian Lifestyles: Pride and Purse Strings - Canada - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Opportunities and challenges come with an aging population

## Canada Today – The Economy

What you need to know

2016 was a year of ups and downs for the Canadian economy

Figure 12: Quarterly growth rates of real GDP, change over previous quarter, Q1 2011-Q4 2016

The job market sees some recovery in 2016

Figure 13: Canada's unemployment rate, December 2011-December 2016

The Canadian Dollar remains under pressure

Figure 14: Historical Canadian/US currency rate comparisons, March 23, 2012- March 22-2017

Bank of Canada keeps interest rate at 0.5%

Figure 15: Canada bank rate, March 2012-March 2017

Household debt levels in Canada

## Expenditure Overview

What you need to know

Total Canadian consumer expenditures in 2016

Figure 16: Total Canadian consumer expenditure, at current prices, 2016

Outlook for the next five years

Figure 17: Total Canadian consumer expenditure and fan chart forecast, at current prices, 2011-21

## Category Review – In-home Food

What you need to know

What it means

In-home food expenditure softens as food prices drop

Figure 18: Total Canadian consumer expenditure on food (at home), at current prices, 2011-16

Upward sales momentum forecast to continue

Figure 19: Best- and worst-case forecast value sales of the food (at home) market, at current prices, 2011-21

What's working

Premium products can help shield margins

Figure 20: President's Choice Black Label Cranberry & Fennel Artisan Crisps, December 2015 (Canada)

Figure 21: President's Choice Black Label Crema di Burrata Soft Unripened Cheese, June 2016 (Canada)

Looking abroad for innovation inspiration

Snacking allows Canadians to eat what they want, when they want

Figure 22: Kellogg's Special K Nourish Cranberry & Almonds Chewy Bars (Canada, March 2016), Dark Chocolate Chunks & Almonds Chewy Bars (Canada, March 2016)

What's not working

Challenges ahead for 'conventional' banners

Perception of centre-of-store needs rehabilitation

What's next

"What's for dinner?" is the most important question companies can help answer

Technology presents an opportunity for retailers to provide more customized consumer engagement

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Canadian Lifestyles: Pride and Purse Strings - Canada - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 23: Introducing Amazon Go and the world's most advanced shopping technology, December 2016

Changing consumer spending habits

Figure 24: Perceived change in spend on food (at home) compared to prior years, January/February 2015-17

Key consumer findings

## Category Review – Alcoholic Beverages (at Home and On-Premise)

What you need to know

What it means

Growth of alcoholic beverages at home outpaces in-home

Figure 25: Total Canadian consumer expenditure on alcoholic beverages (at home), at current prices, 2011-16

Figure 26: Total Canadian consumer expenditure on alcoholic beverages (out of home), at current prices, 2011-16

Mintel forecasts in-home alcoholic beverage sales to outpace on-premise

Figure 27: Best- and worst-case forecast value sales of the alcoholic beverages (at home) market, at current prices, 2011-21

Figure 28: Best- and worst-case forecast value sales of the alcoholic beverages (out of home) market, at current prices, 2011-21

What's working

Craft beer brews success for the industry

Cider growth expands market among women

Wine growth supported by aging Boomer cohort

Whisky is the top seller in Canada

Figure 29: Jack Daniel's Watermelon Punch Whiskey Beverage, August 2015 (US)

What's not working

Beer growth susceptible to demographic pressures

What's next

Beer's premiumization offers pairing opportunities

Figure 30: Alcoholic beverage global launches with the word "cheese" in the description, 2012-16

Consumers looking beyond beer

Figure 31: Small Town Brewery Not Your Father's variety Pack, November 2016 (US)

Investing in artisan distilleries a way for larger brands to capitalize on thinking small with minimal investment

Changing consumer spending habits

Figure 32: Perceived change in spend on alcoholic beverages (at home) compared to prior years, January/February 2015-17

Figure 33: Perceived change in spend on alcoholic beverages (out of home) compared to prior years, January/February 2015-17

Key consumer findings

## Category Review – Non-alcoholic Beverages (at Home)

What you need to know

What it means

Overall beverage market grows at a moderate pace

Figure 34: Total Canadian consumer expenditure on non-alcoholic beverages (at home), at current prices, 2011-16

Mintel forecasts incremental growth in non-alcoholic drinks

Figure 35: Best- and worst-case forecast value sales of the non-alcoholic beverages (at home) market, at current prices, 2011-21

What's working

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Canadian Lifestyles: Pride and Purse Strings - Canada - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Coffee's growth reflective of category innovation

All-natural positioning resonates with Canadian juice consumers

Figure 36: Ceres 100% Guava and Litchi Juice (Canada), September 2016

What's not working

Juice category challenged by concern around sugar

Non-dairy 'alternatives' capitalize on shifting demand, representing a challenge for dairy milk

Figure 37: Share of launches of white milk, flavoured milk and plant-based drinks (dairy alternatives) in Canada and US, 2016 vs 2011

What's next

Nitro coffee at the forefront of the "third wave"

Cold-pressed juice represents an opportunity to meet demand for natural and healthful offerings

Opportunity to leverage superfoods to boost functionality

Figure 38: Green Panda Superfood Chia Drink with Apple & Elder (Austria), November 2016

Figure 39: Sambazon Acai Berry, Kale + Ginger Superfood Smoothie (US), July 2016

Figure 40: Raw Pressery Lean Cold-pressed Spirulina, Kiwi, Kale, Cucumber, Green Apple and Mint Juice (India), January 2016

Building milk brands at foodservice can add excitement to the category

Changing consumer spending habits

More Canadians are spending less than more on non-alcoholic beverages

Figure 41: Perceived change in spend on non-alcoholic beverages (at home) compared to prior years, January/February 2015-17

Key consumer findings

## Category Review – Leisure Spending Categories

What you need to know

What it means

Growth in spending on non-essentials will slow

Non-essential spending has shown relatively stable growth since 2011

Consumer expenditure forecast to slow moving towards 2021

Financial concerns weigh on consumers, though occasional breaks will be sought

What's working

Inclusivity in marketing speaks to more consumers

Figure 42: Tim Hortons True Stores TV Commercial, "Dad's Place", March 2016

Figure 43: Tim Hortons #TimsPerfectPairingsTV Commercial, February 2017

Broadening the appeal of entertainment options is working to attract families

What's facing challenges

Financial concerns and time constraints are no fun

Dollar concerns and political climate may be impacting travel to the US

What's next

Food halls appeal to consumers on multiple levels

More off-priced retailers to come

Bringing wellness to the forefront of leisure

Changing consumer spending habits

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Canadian Lifestyles: Pride and Purse Strings - Canada - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Dining out

Figure 44: Perceived change in spend on food – dining out compared to prior years, January/February 2015-17

## Clothing, footwear and accessories

Figure 45: Perceived change in spend on clothing, footwear and accessories compared to prior years, January/February 2015-17

## Vacations and tourism

Figure 46: Perceived change in spend on vacations and tourism compared to prior years, January/February 2015-17

## Leisure and entertainment

Figure 47: Perceived change in spend on leisure and entertainment compared to prior years, January/February 2015-17

## Key consumer findings

### Category Review – Health and Wellness Categories

#### What you need to know

##### What it means

Consumer expenditure on wellness should remain steady

Canadian spending on health and wellness has been moderate since 2011

The forecasts for the sectors are predicted to slow

##### What's working

Prevention is a key interest for both the young and the old

The broad scope of mass merchandisers has wide appeal

#### Beauty and personal care isn't just for women

Figure 48: Dove Men+Care Elements Minerals+ Sage Scent (Canada, March 2017)

Figure 49: Dove Men+Care Extra Fresh (Canada, March 2017)

Figure 50: Dove Men+Care Thickening (Canada, March 2017)

#### What's facing challenges

Pharmacies may be losing ground to mass merchandisers

##### What's next

#### Grooming products for men become less niche

Figure 51: The Art of Shaving Peppermint Essential Oil (Canada, January 2017)

Figure 52: Proraso Beard Balm (Canada, October 2016)

#### Holistic approach includes interest in minding moods

Figure 53: Meet Jamieson Digestive Care Daily Fibre, April 2016

#### Skincare with food ingredients will appeal as consumers gravitate towards 'natural'

Figure 54: Kayo (US, November 2016)

Figure 55: Andalou Naturals 1000 Roses Velvety Soft Body Butter (Canada, March 2016)

#### Changing consumer spending habits

#### Beauty and personal care

Figure 56: Perceived change in spend on beauty and personal care compared to prior years, January/February 2015-17

#### OTC healthcare remedies

Figure 57: Perceived change in spend on OTC healthcare remedies compared to prior years, January/February 2015-17

#### Key consumer findings

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Canadian Lifestyles: Pride and Purse Strings - Canada - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Category Review – Technology and Communications

What you need to know

What it means

Growth to continue after stagnation in 2015

Figure 58: Total Canadian consumer expenditure on technology and communications, at current prices, 2011-16

Moderate growth predicted to continue

Figure 59: Best- and worst-case forecast value sales of the technology and communications market, at current prices, 2011-21

What's working

Interest in a number of television technologies is apparent

Canadian consumers are using more data across more devices

What's not working

Internet and smartphone data plans are viewed as too pricey

Younger cohorts are cutting the cord

What's next

Efficiency and practicality eclipse the importance of size

Figure 60: Sonos commercial 2016: You're Better Than This, August 2016

Changing consumer spending habits

Figure 61: Perceived change in spend on technology and communications compared to prior years, January/February 2015-17

Key consumer findings

## Category Review – Transportation

What you need to know

What it means

Expenditures on this sector have seen healthy growth

Figure 62: Total Canadian consumer expenditure on transportation, at current prices, 2011-16

Positive future for the transportation sector

Figure 63: Best- and worst-case forecast value sales of the transportation market, at current prices, 2011-21

What's working

Strong sales for the Canadian auto industry

What's not working

Vehicle recalls and scandals

Changing consumer spending habits

Figure 64: Perceived change in spend on transportation compared to prior years, January/February 2015-17

Key consumer findings

## Category Review – Personal Finance

What you need to know

What it means

Personal finance expenditure forecast to grow strongly

Figure 65: Total Canadian consumer expenditure on financial services, at current prices, 2011-16

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Canadian Lifestyles: Pride and Purse Strings - Canada - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 66: Best- and worst-case forecast value sales of personal financial services, at current prices, 2011-21

## What's working

Canadian banks react to the Fintech challenge

## What's next

Chatbots and banking customer service

Robo-investment advisors

Digital disruption in lending

Key consumer findings

Consumer confidence is middling at best

Albertans are more optimistic about the local economy, while Quebecers are less so

Inflation is a concern for many older Canadians

Around a quarter of Canadians currently living from pay cheque to pay cheque

On the positive front, a third of young Canadians have at least \$1,000 saved for emergencies

Young women are most stressed about their finances

But among older women, this worry may be due to a lack of confidence

Younger Canadians more likely to believe their generation is financially worse off

Buying investments is a much higher priority for Chinese Canadians

## Category Review – Housing

### What you need to know

### What it means

Housing expenditures have shown positive lift

Figure 67: Total Canadian consumer expenditures on housing, at current prices, 2011-16

Housing sector to experience continued growth

Rental vacancy rate slightly higher

Figure 68: Best- and worst-case forecast value sales of housing, at current prices, 2011-21

### What's working

BC government's foreign home buyers tax: impact on Vancouver home prices

### What's facing challenges

Changes to Canada's housing rules

Ontario reconsidering foreign buyer tax to cool Toronto's hot housing market

Ontario increases tax refund for first-time home buyers

### What's next

Real estate sales activity in 2017 to mainly decline, according to the CREA

Impact of new guidelines on the real estate market

### Key consumer findings

Around half believe it is becoming difficult for younger adults to save to buy a home

18-24s most concerned about the housing market

But real estate and housing market values are not national concerns

## The Consumer – Changes in Perceived Financial Health and Spending

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)



# Canadian Lifestyles: Pride and Purse Strings - Canada - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## What you need to know

### Perceived financial health improves moving into 2017

Figure 69: Perception of financial health, January/February 2015-17

### Spending across categories remains relatively stable

Figure 70: Perceived changes in spending in 2016 compared to prior years, January 2017

### Shifts in groceries costs are noticed by consumers

Figure 71: Perceived changes in spending on in-home food in 2016 compared to prior years, January/February 2015-17

### Consumers remain conservative with extra funds, though there is a little wiggle room

Figure 72: How extra money is spent, January 2017

### Millennial women less likely to put extra dollars towards debt in 2017

### Chinese Canadians are prioritizing investments, eating out and long vacations

### An improved perception of financial wellbeing bodes well for retailers

### Multipurpose leisure/entertainment activities will be of interest

### Some will want their extra money to go further, particularly fathers

## The Consumer – Financial Concerns and Outlook

### What you need to know

#### The state of the economy weighs on the minds of Canadians

Figure 73: Current financial concerns, January 2017

#### Current financial situation limits ability to save – in their words

#### Young women most likely to show concerns

Figure 74: Current financial concerns (very concerned), women 25-34 vs overall, January 2017

#### For women 25-34, spending priorities will be informed by more immediate constraints

#### Few Canadians are concerned about the impact of the US elections on the Canadian economy

Figure 75: Attitudes towards economic impact of 2016 US elections, January 2017

## The Consumer – Middle Class Values

### What you need to know

#### Half of Canadians consider themselves to be middle class

Figure 76: Middle class values, January 2017

#### What being 'middle class' means – in their words

#### Younger consumers and lower-income Canadians are less likely to see themselves as middle class

Figure 77: Seeing self as 'middle class' and embodying 'middle class' values, by household income, January 2017

#### Brands can tailor offerings to help decrease the perceived gap

#### Giving back to the community a luxury not all can afford

Figure 78: Agreement with 'I actively give back to my community', by age and household income, January 2017

#### Brands can help consumers increase contribution through purchases

## The Consumer – Canadian Pride and Values

### What you need to know

#### Oh Canada! We are a proud nation

BUY THIS  
REPORT NOW

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: [reports@mintel.com](mailto:reports@mintel.com)

# Canadian Lifestyles: Pride and Purse Strings - Canada - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 79: Attitudes towards living in Canada, January 2017

Characteristics that make Canadians proud – in their words

Marketers should benefit from aligning with Canadian values

Figure 80: The Views Are Different Here, March 2017

Figure 81: Global Beer Fridge (Extended), June 2015

Canadian pride increases with age

Figure 82: Attitudes towards living in Canada, by age, January 2017

'Made in Canada' less of a draw for 18-34s

Chinese Canadians are the least loyal to Canadian products

Figure 83: Attitudes towards living in Canada, Chinese Canadians vs overall population, January 2017

Quebecers are also less proud

Figure 84: Bell Fibe TV commercial – Switch to Fibe TV, February 2017

Figure 85: Publicité Bell Télé Fibe – Passez à Télé Fibe, February 2017

## The Consumer – Perceiving Information Bubbles

What you need to know

Canadians don't feel trapped in information bubbles

Figure 86: Attitudes towards information bubbles, January 2017

Reliability of news stories on social media is questionable – in their words

Young Canadians feel they are influential on social media

Despite lack of feeling trapped, disruption will matter for brands

## The Consumer – Canadians vs Americans: How Extra Money is Spent

What you need to know

Canadians are more inclined to prioritize debt reduction

Figure 87: How extra money is spent, Canada vs US, January 2017

Dining out is an area of opportunity to connect with older Canadian consumers

Figure 88: Putting extra money towards 'paying off debt' and 'dining out', by age, Canada vs US, January 2017

Horizons may be expanded by broadening occasions for Canadian Boomers

## Appendix – Data Sources and Abbreviations

Data sources

Fan chart forecast

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

## Appendix – Market

Figure 89: Total Canada sales and forecast of overall expenditures, at inflation-adjusted prices, 2011-21

Figure 90: Total Canada sales and forecast of food (at home), at inflation-adjusted prices, 2011-21

Figure 91: Total Canada sales and forecast of food – Dining out market, at inflation-adjusted prices, 2011-21

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Canadian Lifestyles: Pride and Purse Strings - Canada - April 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- 
- Figure 92: Total Canada sales and forecast of alcoholic beverages (at home) market, at inflation-adjusted prices, 2011-21
  - Figure 93: Total Canada sales and forecast of alcoholic beverages (out of home) market, at inflation-adjusted prices, 2011-21
  - Figure 94: Total Canada sales and forecast of non-alcoholic beverages (at home) market, at inflation-adjusted prices, 2011-21
  - Figure 95: Total Canada sales and forecast of beauty and personal care market, at inflation-adjusted prices, 2011-21
  - Figure 96: Total Canada sales and forecast of OTC healthcare remedies market, at inflation-adjusted prices, 2011-21
  - Figure 97: Total Canada sales and forecast of household care market, at inflation-adjusted prices, 2011-21
  - Figure 98: Total Canada sales and forecast of clothing, footwear and accessories market, at inflation-adjusted prices, 2011-21
  - Figure 99: Total Canada sales and forecast of technology and communications market, at inflation-adjusted prices, 2011-21
  - Figure 100: Total Canada sales and forecast of vacations and tourism market, at inflation-adjusted prices, 2011-21
  - Figure 101: Total Canada sales and forecast of leisure and entertainment market, at inflation-adjusted prices, 2011-21
  - Figure 102: Total Canada sales and forecast of home and garden market, at inflation-adjusted prices, 2011-21
  - Figure 103: Total Canada sales and forecast of transportation market, at inflation-adjusted prices, 2011-21
  - Figure 104: Total Canada sales and forecast of financial services market, at inflation-adjusted prices, 2011-21
  - Figure 105: Total Canada sales and forecast of housing market, at inflation-adjusted prices, 2011-21
- 

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)