

March 2017

Travel in Canada - Canada

"The travel and tourism industry in Canada is in a position to take advantage of a weak Canadian Dollar in attracting international visitors (particularly US residents) as well as those Canadians deterred from travelling to the US due to the stronger US Dollar. Operators in the category will need to ...

Exercise Trends - Canada

"Canadians are active, with 68% reporting that they exercise at least once per week. The drive towards regular exercise stems from addressing not only their physical health but also their mental health. The majority of consumers gravitate towards convenient and cost-effective options, with relatively few showing an interest in buying ...

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."

February 2017

Marketing to Millennials - Canada

In Canada, 18-34s represent close to one-quarter (23%) of the population. An open-minded segment, they have a strong sense of individuality with an optimistic outlook, of the belief that they have the power to impact change in the world. They feel understood by marketers, though not well represented in ads ...

January 2017

Home Electronics (Video/Audio) - Canada

"Audio and video home electronics manufacturers and brands operating in Canada are facing a changing environment of evolving preferences and consumer demand. New televisions are pushing the boundaries of screen sizes and resolutions, and these attributes do capture consumer interest. However, some segments have struggled to maintain relevancy in light ...

Attitudes toward Healthy Eating - Canada

"Canadians actively target healthy eating all or most of the time (76%). Healthy eating behaviours are seen to be a balancing act of both subtractive behaviours (ie cutting out 'bad' food qualities) and supplemental ones, where effort is made to include nutritious foods. Though highly interested in foods with health ...