

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

"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 ...