

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 ...

November 2017

Wearable Technology - Canada

"The wearable technology category has seen advancements in recent years, increasing the repertoire of features and utility. While there are some consumers who make use of their wearable devices daily, others are not convinced that they can find use in such devices and thus avoid ownership. Operators in the category ...

October 2017

Mobile Network Providers - Canada

"The market for mobile network providers has seen moderate growth in the past five years. Operators in the category are facing a changing environment of evolving technology and consumer preferences for mobile data as well as budget-conscious service plans. To retain customers and preserve an excellent reputation, service providers will ...

Live Events - Canada

"Canadians are active attendees of live events, with many reporting having gone to at least one event in the past year. Availability to tickets is perceived to be an issue, with affordability and tickets selling quickly being cited as barriers preventing consumers from attending events. Positively for marketers, FOMO (fear ...