

July 2020

Marketing to Gen Z: Incl Impact of COVID-19 - Canada

"The COVID-19 outbreak will be a truly unifying experience for adult Gen Zs, particularly 21-25s, given they likely face more severe financial setbacks to establishing their futures. Companies across all categories will need to find ways to best set up the Gen Z cohort for success amid this unstable foundation ...

Auto Service, Maintenance and Repair: Incl Impact of COVID-19 - Canada

"Many consumers are concerned about being taken advantage of by mechanics who over-charge for their services. Transparency is critical in this regard, as shop employees should make customers feel well informed on exactly what is needed and what the affected parts/service look like. Modern conveniences such as booking an ...

May 2020

Cookware: Incl Impact of COVID-19 - Canada

"The shutdown of non-essential businesses and limited availability of foodservice options means consumers are required to prepare most, if not all of their meals at home. Strong increases for at home cooking occasions are anticipated, which translates to an increased usage of cookware."

The Impact of COVID-19 on Grocery Retailing - Canada

"Quick action like the implementation of safety barriers, reassuring communications about keeping shelves stocked, supporting seniors led the grocery sector to shine as a true partner in supporting the community at large in the early days of the COVID-19 outbreak. This sets a solid foundation for grocers to continue being ...