

February 2023

The Future of eCommerce - Canada

“As society returns to ‘normal’ it is becoming clear that online shopping habits and purchase habits built over the pandemic are mostly here to stay. While social distancing at home during lockdowns, consumer online shopping activity had exploded and has, for the most part, remained elevated despite bricks and mortar ...

December 2022

Canadians' Social Circles - Canada

“The past two-plus years have been irrefutable evidence of the importance of social connections for Canadians.

They want to spend time together and do so in myriad ways. While market factors may affect how they socialize, the reality is that there will always be demand for ways to spend time ...

November 2022

Activities of Teens and Tweens - Canada

“The pandemic has been particularly hard on Canada’s teens and tweens, and mental health has become a top priority for parents, who are having an increasingly hard time accurately gauging the frequency and scale of the digital activities that their children are up to.”

– Michael Lloyd, Senior Tech ...

Grocery Retailing - Canada

"Grocery retailing is evolving; inflation is causing consumers to change behaviours, online channels offer new ways of shopping and competition is tightening.

Yet, the fundamentals of the industry are consistent. Value, quality, convenience and in-person shopping remain paramount. For as dynamic as this industry can be, consumers ultimately want consistency ...

September 2022

Canadian Pet Owners - Canada

“Catering to the humanization trend and ‘pets as family’ phenomenon will remain an important market strategy well into the future. Innovation focused on premium, functional ingredients, health/wellness and customized product formulas remains a significant opportunity. The market will continue to see growth as pet owners seek to provide pets ...

August 2022

Canadian Lifestyles - Canada

"As the pandemic settles into a more stable situation, Canadians are getting a crash course in macroeconomic fundamentals like inflation, interest rates, supply chains and labour shortages.

Cooking in Canada - Canada

"As a result of the pandemic, many consumers developed new cooking skills and habits that have persisted after the lockdowns on dining out have ended and, not only are they cooking at home more often, the majority of consumers don't mind doing so. Consumers are eager to learn new cooking ...

July 2022

Marketing to Millennials - Canada

"Millennials have been a focal point for marketers for over a decade. But it is important to evolve with these consumers rather than leaning on past assumptions.

This is now a fragmented generation as individuals have followed varying life paths. That makes it more challenging to connect with them broadly ...

Travel in 2022 - Canada

"It is no surprise that the travel and tourism sector has been among the most negatively affected by the COVID-19 pandemic, however 2022 appears to be a big step on the road to recovery. Canadians are excited to get back out there, with many planning on taking the trip of ...

June 2022

Marketing to Gen Z - Canada

"Gen Z now represents the young adult market in Canada and will continue to grow in size and purchasing power in the years ahead. In many ways, they are similar to past generations – but their differences have important implications for the consumer market.

Specifically, their media habits, usage of ...

April 2022

Health Management Trends - Canada

"The health management landscape in Canada is shifting. The pandemic has caused Canadians to look inward and really re-examine their approach to personal health management, and many have emerged from the lockdowns with a more encompassing view of personal wellbeing. While the COVID-19 pandemic obviously brought avoiding illness to the ...

The Car Purchasing Process - Canada

"Buying a vehicle can be a stressful process. And with the microchip shortage impacting inventory and thus vehicle pricing, there are clear challenges that the industry faces. Concerns among consumers with overpaying for their next vehicle are palpable. The way consumers are purchasing a car is changing, with younger consumers ...

February 2022

Holiday Celebrations - Canada

"Holiday celebrations are built on tradition, making it a very stable industry for stakeholders; its cyclical nature of consumer expenditure makes it highly predictable. The importance of nostalgia at the holidays means that consumers want to be consistent and repetitive – while it also creates opportunities for companies that leverage ...

Sustainable Consumer - Canada

"At this point, most Canadians are sustainable consumers. Companies can confidently roll out sustainability strategies knowing that consumers are receptive.

The challenge will be finding the best way to do so. Most consumers want to be sustainable, yet do not want to make major sacrifices. And there is still lots ...

Back to School Shopping - Canada

"The initial surge of school-related purchases in the spring of 2020 has continued to impact how consumers shop as well as what they buy, even two years later. The extended uncertainty around whether students will be learning in classrooms or from home has forced students to be prepared for either ...

The State of the eCommerce Industry - Canada

"The Canadian ecommerce industry has seen unprecedented growth over the past few years, spiking after the onset of the pandemic, but continuing to maintain steady growth after that initial surge. Consumers had drastically changed their shopping habits, migrating online more frequently to purchase both essentials and non-essentials. After brands have ...