

February 2021

Attitudes toward Healthy Eating: Incl Impact of COVID-19 - Canada

“The pandemic has vastly impacted the physical context surrounding eating – everything from where we are eating, to when, why or how often we are eating, even to who we are eating with. But we know that managing a healthy lifestyle has always been about balancing aspirational goals against realistic ...

January 2021

Marketing to Dads: Incl Impact of COVID-19 - Canada

“Marketing to dads can be a challenging task for companies; not only do they need to understand parents, but specifically the men in those family households. That challenge has become more complex in recent years as modern fatherhood has evolved – even in comparison to how today’s dads were raised ...

Omnichannel Retailing: Incl Impact of COVID-19 - Canada

“Consumers don’t think of their shopping journey as delineated – most are searching and purchasing across online and in-store channels with the use of mobile in-stores and services like click-and-collect further blurring the lines. Consumers just want their needs met no matter where they’re at. As such, marketers need to ...

Toys and Games: Incl Impact of COVID-19 - Canada

“The COVID-19 pandemic has led Canadians to purchase toys and games to keep busy during lockdown. Regardless of age, consumers are looking to new and entertaining ways to spend their extra at-home leisure time and are turning to toys and games to fill this void. Items in the category stimulating ...

December 2020

Grocery Retailing: Incl Impact of COVID-19 - Canada

“It is so cliché to use the word unprecedented in 2020, but this truly is an unprecedented time for the grocery sector right now as significant changes are seen in consumer approach to grocery shopping. Before the pandemic, grocery shopping was all about routines and habits, with behaviours practically entrenched ...

Automotive Innovation: Incl Impact of COVID-19 - Canada

“There has been a burst in automotive innovations hitting the market in the past several years, straddling areas such as safety, convenience, performance and connectivity in addition to autonomous and electric advancements. Consumer interest is strong for auto technologies that revolve around autonomous safety and many are willing to pay ...

November 2020

Entertaining at Home: Incl Impact of COVID-19 - Canada

“The year 2020 has seen entertaining at home shift from a timeless, fun, relaxing social activity to something that has caused many consumers anxiety about both their safety and the law. Yet as challenging as this time has been, it has also illustrated how vital in-person get-togethers are to Canadians ...

October 2020

Marketing to Millennials: Incl Impact of COVID-19 - Canada

“On the whole, Millennials are unified in their less positive outlook on life and their more fluid notion of adulthood. While the pandemic has added mental and emotional weight for all segments, Millennials entered into the pandemic already ‘low’ – feeling less stable and content as they’re less established, yet ...

September 2020

Canadian Lifestyles: The Evolution of Success: Incl impact of COVID-19 - Canada

“The COVID-19 pandemic has hit the Canadian economy hard with the country seeing record low levels of spending in Q2 2020. Recessionary conditions and financial uncertainty loom heavily which will drive a conservative mindset towards spending for the remainder of 2020 and well into 2021. As consumers continue to grapple ...

August 2020

Dining Out: Incl Impact of COVID-19 - Canada

“Two seemingly hyperbolic statements illustrate the current state of dining out: foodservice has arguably been the hardest-hit consumer industry by COVID-19 and 2020 so far has inarguably been the most challenging time in restaurant history.

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 ...

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 ...

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."

March 2020

Ride Sharing and Mobility Services - Canada

"While most consumers utilize public transportation, alternative services such as ride sharing are gaining momentum with usage near that of taxis. Advances in technology have disrupted traditional transportation options including public transportation, taxis, as well as the way consumers use their personal vehicles. The future of transportation services like ride ...

February 2020

The Ethical Consumer - Canada

"The bulk of Canadians consider themselves to be conscious shoppers, meaning that brands today must find ways to integrate corporate social responsibility policies as part of their identity. While price and quality continue to be the top factors considered when making purchases, consumer optimism that actions taken now can have ...

January 2020

Meal Planning & Preparation - Canada

"The dreaded question "what's for dinner?" is one that some 88% of Canadians are responsible for addressing during the week. While the large majority of Canadians plan ahead for weeknight dinners, only about half are successful in seeing their plans through, meaning that there is a need for more ...

Innovations in Travel - Canada

"The majority of Canadians have taken a leisure trip in the past year, with non-US international travel a healthy segment in the category. Consumer sentiment aligns with this narrative with many citing a preference for international trips as opposed to domestic destinations. Younger Canadian travellers are a tech-savvy bunch that ...