

January 2023

Major Household Appliances - Canada

“While nearly all consumers prioritize major household appliances’ functionality over design, that does not mean that aesthetics are unimportant. Spending more time at home due to the pandemic means that Canadians have placed newfound importance in upgrading their homes. Major household appliance retailers and manufacturers must continue to both replenish ...

Beauty and Personal Care Ingredient Trends - Canada

“Interest in beauty and personal care ingredients has grown over the past year, with most shoppers researching product formulations at least occasionally. Interest in ingredients is driven largely by a desire to understand a product’s efficacy and ensure that it is safe to use. Consumers recognize a gap in their ...

December 2022

Perceptions of Beauty across Generations - Canada

“Beauty attitudes shift and evolve over time, leading to each generation having a somewhat different relationship with the category. Regardless of age, consumers will feel the sting of inflation and as a result, will be looking at lower-cost options or paring down their repertoires in this discretionary market. The wellness ...

October 2022

Household Cleaning Equipment - Canada

“Cleaning equipment is present in virtually every Canadian household, making chores easier and quicker to complete. Consumers rely on a wide range of task-specific equipment and express interest in adding to their repertoires into the future. Brands that are able to showcase how their products will make cleaning faster and ...

Lawn and Garden Products - Canada

“As Canadians prioritized their outdoor spaces as a result of the pandemic, the importance of having a beautiful and functional yard grew. Consumers turned to yard work and gardening as a safe activity that offered tangible results beyond curb appeal. Wellness benefits associated with working in the garden are expected ...

August 2022

Outdoor Cooking - Canada

“Although brands may have a difficult time sustaining the pace of sales experienced during the pandemic, Canadian consumers are enthusiastic about the category, with four in 10 expressing intentions to make an outdoor cooking equipment purchase within the next ...

year. Price sensitivity will impact purchase decisions, particularly in light of ...

June 2022

Beauty Devices and Accessories - Canada

“The category’s association with wellness, self-care and fun will need to be leveraged as a way to motivate consumers to expand their beauty device repertoires. Price sensitivity driven by cost of living increases will force many Canadians to cut down on discretionary purchases including beauty devices. Highlighting versatile features, added ...

May 2022

Household Care Products - Canada

“Price sensitivity will put pressure on mainstream brands to showcase their added-value and prove their worth. However, brand loyalty is strong within the household category, with seven in 10 Canadians typically purchasing the same brand regardless of whether it is on sale. As such, economic pressures are expected to have ...

February 2022

Furniture - Canada

“The pandemic has stimulated a re-assessment of living spaces and interior décor within consumers’ homes. One of the effects of COVID-19 has been influencing decisions on where to live. In combination with those seeking or having performed renovations, furniture sales will follow suit. Although dependence on online shopping during the ...