

September 2017

Pay TV and Streaming Services - Canada

"The market for pay TV cable and satellite has been on the decline for several years now, while pay TV via the internet has seen substantial growth in the past five years. This represents an adjustment of how consumers consume media, thus brands in the category are putting an emphasis ...

August 2017

Attitudes toward Gaming - Canada

The video game console hardware market has not seen growth in volume sales for several years. However, this represents an evolution of the video game market where brands in the category are putting emphasis on software and online services. The rise of mobile gaming (ie smartphones, tablets) is challenging dedicated ...

Retailer Loyalty Programs - Canada

Memberships in loyalty programs are high with 91% of consumers claiming to belong to a program, with the greatest engagement seen in categories that meet staple needs. Shifting household structures and consumer shopping habits means that traditional points collection methods may lose relevance. Ultimately, loyalty programs are working to keep ...

July 2017

Mobile Phone and Tablet Accessories - Canada

"As mobile hardware and connectivity increasingly become central to consumers' lives, a wide variety of accessories are being purchased to facilitate usage. Looking forward, sales will be driven not only by a desire for necessities such as cases and chargers, but also by products that increase functionality, such as portable ...

Drug Store Shopper - Canada

"Canadians remain faithful to traditional drug stores for their drug store needs. However, the convenience of one-stop-shopping at other retailers poses a threat to patronage. Positively, Canadians still see drug stores as differentiated in their expertise. Having said this, diversification of products and services has worked to draw in a ...