

December 2019

Beauty Retailing - Canada

"Despite the glamorous association with the BPC category, much of the engagement with the category is rooted in usage of mundane items designed to address basic hygiene needs. This renders the category one that is more firmly linked to function than fun in the minds of consumers. Having said this ...

November 2019

Gifting - Canada

"Gifting is changing and the reasons for doing so now run much broader than just traditional occasions. Gifting now includes more 'mundane' situations like going to someone's house for dinner and treating oneself in both good times and bad. Preferences for the types of gifts given and desired are also ...