

October 2019

Canadian Pet Owners - Canada

"The majority of Canadians have a pet in their household with dogs and cats being most common. The market for dog and cat food continues to climb and will likely see premium offerings expand into more product lines. Sentiment among pet owners displays a strong connection between them and their ...

September 2019

Marketing to Gen Z - Canada

"Like any other generation, Gen Z are a product of their times. However, unlike before, the pace of change has never been faster, influencing the mindset and core values of Gen Z to a degree which has never been seen before. Societal and cultural nuances have influenced Gen Z in ...

August 2019

Marketing to Millennials - Canada

"At 25-42, most Millennials have aged out of the stereotypical early 20's lazy and entitled image that has defined them for so long. Millennials are financially minded and transitioning into adulthood with more than half now responsible for others as spouses and parents. The transition into adulthood is leaving the ...

Car Purchasing Process - Canada

"The test drive remains essential in the car buying process but many are turning to online research, including reviews submitted by consumers as well as professionals in the field. Most consumers are performing research on incentives, car performance and car features, making them well informed before they visit a dealership ...

July 2019

Loyalty Programs - Canada

"Naturally, getting consumers to shop regularly at stores means delivering on the basics like good prices, quality, service and experience above all else. Loyalty programs are a secondary consideration, however, they do work to drive the namesake behaviour. Having said that, near universal participation means more clutter and retailers must ...