

November 2021

Wearable Technology - Canada

“The COVID-19 pandemic has spurred health consciousness among consumers, renewing interest in wearables like smartwatches and other devices that can monitor activity and health. Stylistically, consumers will be drawn to visually appealing wearables with many viewing them as a statement piece. The economic impacts of the pandemic have unequally affected ...

September 2021

Digital Trends: Consumer - Canada

“The digital tech industry has been a focal point since the start of the pandemic, as digital tools quickly became household necessities. Now after more than a year, it is clear that the demand for digital tech has stabilized and that there are new opportunities emerging in the industry.

Demand ...

July 2021

Sports Viewing Experience - Canada

“The cultural significance of sports was highlighted by its role as a barometer of the COVID-19 pandemic. League cancellations underscored the initial shock of March 2020, return-to-play bubbles illustrated ways to live amid the pandemic and the gradual return of fans to buildings has been a symbolic step towards the ...