

April 2023

Gambling - Canada

“The launch of the iGaming market in Ontario has been a resounding success, both bringing new business and breathing new life into the gambling landscape in the province, while also encouraging existing players – like casinos and OLG – to innovate and adapt. While other provinces are still hesitant to ...

Commuting - Canada

“With the COVID-19 pandemic in the rear view mirror, consumers are venturing back to in-person school and work. Commuting has returned to normal. Or perhaps the new normal? With electric vehicle mandates on the horizon and alternative (read: non-car) options gaining popularity, the commuting landscape is headed for change. But ...

March 2023

Omnichannel Retailing - Canada

"Omnichannel retailing is the natural result of a market that has widely adopted ecommerce, but refuses to abandon physical stores.

The future of omnichannel retailing will be driven by stakeholders that innovate to separate themselves from the pack, creating an experience that's better than either in-store or online can be ...

January 2023

The Budget Shopper - Canada

“Anyone can be a budget shopper – even the highest income consumers consider themselves frugal and enjoy hunting for a good deal. Budgets are generally flexible. Consumers seek out value rather than simply adhering to a strict budget. Market factors like inflation create added incentive to find the best possible ...