



Lifestyles and Retail - Canada

August 2023

Canadian Lifestyles - Canada

“Canada’s diversity is what sets it apart as a country. And with the immigration targets set by the government, it is only going to become more diverse in the years ahead.

With that in mind, it’s important to understand the market’s diversity at a deeper level and how it impacts ...

Coffee & Coffee Shops - Canada

“Coffee is deeply rooted in habit. However, this doesn’t mean there isn’t opportunity for innovation. Added benefits, flavours and formats are ways coffees can differentiate themselves from one another. In the eyes of Canadians, coffee has many uses, including as a pick-me-up, for moments to connect and even to take ...

Upcoming Reports

Marketing to Baby Boomers - Canada - 2023

The Arts & Craft Consumer - Canada - 2023