

March 2016

Grocery Store Perimeter - Canada

"Rapidly rising food costs are impacting categories sold at the perimeter of the grocery store (fresh produce, dairy, fresh baked goods, fresh meat and seafood). Retailers must creatively find ways to reinforce 'freshness' and lessen consumer focus on price. Motivating consumers at specialty counters will mean reminding them of the ...

February 2016

Beauty Retailing - Canada

"Various demographic groups will require specific types of beauty products, and age and gender play a vital role in shaping these consumer demands. Technology also plays an increasing role, as people are shopping differently today – more so online and via mobile devices while value continues to be a key ...

January 2016

Marketing to Millennials - Canada

"Millennials are seeking new ways to define themselves (not necessarily rooted in traditional expectations). Taking pride in being unique from others of their generation, brands will need to be respectful of their individuality and sense of responsibility. From brands, Millennials seek a collaborative, authentic relationship."