

April 2022

Health Management Trends - Canada

"The health management landscape in Canada is shifting. The pandemic has caused Canadians to look inward and really re-examine their approach to personal health management, and many have emerged from the lockdowns with a more encompassing view of personal wellbeing. While the COVID-19 pandemic obviously brought avoiding illness to the ...

The Car Purchasing Process - Canada

"Buying a vehicle can be a stressful process. And with the microchip shortage impacting inventory and thus vehicle pricing, there are clear challenges that the industry faces. Concerns among consumers with overpaying for their next vehicle are palpable. The way consumers are purchasing a car is changing, with younger consumers ...

February 2022

Holiday Celebrations - Canada

"Holiday celebrations are built on tradition, making it a very stable industry for stakeholders; its cyclical nature of consumer expenditure makes it highly predictable. The importance of nostalgia at the holidays means that consumers want to be consistent and repetitive – while it also creates opportunities for companies that leverage ...

Back to School Shopping - Canada

"The initial surge of school-related purchases in the spring of 2020 has continued to impact how consumers shop as well as what they buy, even two years later. The extended uncertainty around whether students will be learning in classrooms or from home has forced students to be prepared for either ...

Sustainable Consumer - Canada

"At this point, most Canadians are sustainable consumers. Companies can confidently roll out sustainability strategies knowing that consumers are receptive.

The challenge will be finding the best way to do so. Most consumers want to be sustainable, yet do not want to make major sacrifices. And there is still lots ...

The State of the eCommerce Industry - Canada

"The Canadian ecommerce industry has seen unprecedented growth over the past few years, spiking after the onset of the pandemic, but continuing to maintain steady growth after that initial surge. Consumers had drastically changed their shopping habits, migrating online more frequently to purchase both essentials and non-essentials. After brands have ...