

May 2022

Household Care Products - Canada

“Price sensitivity will put pressure on mainstream brands to showcase their added-value and prove their worth. However, brand loyalty is strong within the household category, with seven in 10 Canadians typically purchasing the same brand regardless of whether it is on sale. As such, economic pressures are expected to have ...

February 2022

Furniture - Canada

“The pandemic has stimulated a re-assessment of living spaces and interior décor within consumers’ homes. One of the effects of COVID-19 has been influencing decisions on where to live. In combination with those seeking or having performed renovations, furniture sales will follow suit. Although dependence on online shopping during the ...