

December 2014

Beauty Retailing - Canada

“Beauty product and personal care shopping is fairly routine for the majority of consumers. Brick & mortar and online stores will benefit from staying in tune with their consumers’ preferences, offering promotions based on information gathered. Retailers may also want to offer incentives to encourage purchasing of new products as ...

November 2014

Generational Lifestyles - Canada

“With Canadians prioritizing the improvement of their financial base and mobile usage on the rise, companies should look to mobile apps to incentivise consumers by providing savings while they spend.”

– Carol Wong-Li, Senior Lifestyle Analyst

October 2014

Digital Trends - Canada

“Tablets have proven to be more popular devices when it comes to watching videos or reading news online – suggesting that manufacturers could benefit from partnering with content providers in these industries to offer consumers discounted hardware when they sign up for a new media subscription (eg to Netflix, The ...

Vacation Trends - Canada

“Given their preference for booking last-minute vacations, it is important for deal or booking sites to provide Quebecers with the ability to research, review and book trips in their native tongue, which is typically French Canadian.”

– Jason Praw, Senior Lifestyle Analyst