December 2015

DIY - Canada

The DIY home renovation market in Canada is one that is growing and is projected to stay on a stable path in the coming years. Prospects for continued growth look good as the emerging generation of new DIYers, which will be heavily influenced by Millennials who are likely to become ...

November 2015

Online Shopping - Canada

"Despite high engagement, consumers show a strong affinity towards buying products in-store as opposed to online. Limited category engagement may be a contributor as Canadians are primarily buying electronics and apparel online. Both types of products require a level of familiarity, which drives consumers to physical shops prior to purchasing ...

October 2015

Mobile Phones - Canada

“The challenge for mobile phone brands in today’s landscape is multi-faceted, with maintaining loyalty key among leading manufacturers in the marketplace, as well as offering entry-level smartphones to under-indexing demographics, such as those over 65.”

– Andrew Zmijak, Research Analyst, Consumer Behaviour and Social Media

September 2015

Canadian Pet Owners - Canada

"Pets are common among Canadian households. The relationship between owners and their pets runs deep, driving an approach to care akin to that of a parent and their child. As pet owners feel that the benefits of owning a pet far outweigh the work involved, they are often willing to ...

August 2015

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Holiday Shopping - Canada

"Holiday shopping represents the most lucrative time of year for retailers across all categories, much of it driven by Christmas. For the upcoming holidays, nine of 10 Canadians will be buying gifts."

July 2015

Sports Participation - Canada

Canadians are active as demonstrated by the two thirds of the population who play sports weekly, driven by participation in individual sports or fitness activities. Motivating participation is a strong belief in the benefits that extend beyond the improvement of physical health, including mental and emotional gains as well as ...

June 2015

Social Media Trends - Canada

“Consumers are highly engaged on social media and the power of posts is seen to be influential on purchase decisions. Marketing efforts on these platforms that are done well should garner the attention of audiences that may be traditionally harder to reach, such as French speakers and older women.” ...

May 2015

Car Purchasing Process - Canada

“The challenge for automotive manufacturers is multi-faceted with bottom line results relying on factors such as attracting new customers to a brand, for example Millennials, who are less car-dependent than in previous decades and who rely on mobile technology in their everyday lives. Additionally, automotive brands face production uncertainty in ...

April 2015

Canadian Lifestyles - Canada

“While the drop in oil prices was expected to give consumers extra cash for spending on other items, the record-high level of household debt is top of mind

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among Canadian consumers leading them to adopt a slightly more conservative approach to spending: focusing on paying off debts and making cutbacks ...

February 2015

Grocery Retailing - Canada

"Beyond re-creating the traditional coupon experience on a new platform, grocery retailers have the opportunity to adapt technology in ways that could vastly improve the grocery shopper experience. This will be increasingly important as the cost of food continues to rise and the market becomes more crowded."

– Carol ...

January 2015

Foodservice Trends - Canada

"Imparting a sense of value will be key to encouraging restaurant patronage, be it dine in or takeout, especially in light of increasing grocery costs. Outside of loyalty programs, restaurants can also create value in adjustments to menu items such as offering smaller portions with smaller price tags. Accordingly, full ...

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