

November 2018

Wearable Technology - Canada

"Wearable technology represents the next step in personal technology. Computers, smartphones and tablets have all entered the market and established themselves as ubiquitous devices owned by the vast majority of consumers. With the emergence of wearable tech, its goal is to become as valuable as those other pieces of personal ...

Digital Content Consumption - Canada

"The vast majority of consumers who have performed online activities have done so at least once per month. This includes online activities such as reading/watching news online, reading articles on websites, reading articles on social media, watching videos on social media, viewing/sharing photos online, using a video streaming ...

October 2018

Internet/Satellite Radio - Canada

"In a 2002 interview with The New York Times, legendary musician David Bowie predicted, "the absolute transformation of everything that we ever thought about music will take place within 10 years, and nothing is going to be able to stop it." He went on to say that, "music itself ...

September 2018

Travel Tech - Canada

"With technological devices playing a more and more important role in the everyday lives of consumers, it is important to understand how tech is used outside the day-to-day, and more specifically, how consumers utilize technology when they are travelling. Tech has long been a part of travel – from portable ...

August 2018

Digital Advertising - Canada

"The vast majority of Canadian consumers regularly view digital ads, whether via a computer, mobile device and/or news feed. Additionally, most consumers are also exposed to digital ads on a daily basis. Although most see digital ads frequently, frustration and avoidance of such ads is prominent among Canadians, especially ...

Content Consumption: TV and Movies - Canada

"With the growing importance of the internet in regards to content consumption, the landscape for TV shows and movies has shifted. Traditional ways of accessing content, such as cable/satellite subscriptions and movie theatres, are now threatened by the low-priced convenience that is offered by online, in-home competitors. The result ...

July 2018

Connected Living - Smart Home and Integrated Devices - Canada

"The majority of Canadian consumers are interested in making their home more 'connected' by using smart devices. The growing desire by the consumer for convenience, knowledge of device/appliance energy consumption, security and energy and money savings will support the progression of the smart home market. Many factors such as ...

June 2018

Online Shopping - Canada

"Despite the fact that virtually all Canadians are shopping online, consumers continue to be more reliant on shopping in-store rather than over the internet. With few consumers saying that the bulk of purchases were made online in the past year, Canadians are likely to be approaching online shopping with a ...

In-car Electronics: Entertainment, Navigation and Audio - Canada

"As the wave of technological advancement and connectivity has made its way into the automotive industry, it is important to take stock of what role they play in the market. From the perspective of automakers, the value of in-car electronics is in their ability to influence purchases – whether to ...

May 2018

Mobile Apps - Canada

As mobile devices become more and more important to consumers, it's the apps that have been at the root of the user experience. These software applications allow users to do everything from chatting with friends and ordering cabs, to paying bills and playing video games. Today, there are literally millions ...

Social Media Trends - Canada

Canadians are active social media users with the majority of consumers visiting certain platforms on a daily and weekly basis, with Facebook and YouTube driving much of the social media activity. A notable share of consumers have utilized social media to access discounts and special offers, and leading behaviours and ...

April 2018

Marketing to Young Adults - Canada

"The young adult demographic is a unique group of consumers who present a potentially long-term benefit for brands. They are transitioning from childhood to adulthood, while planning out their career and life goals. The opportunity for brands is to establish a relationship with these consumers that they can continue as ...



Technology and Media - Canada

March 2018

Mobile Phones - Canada

"As mobile technology becomes increasingly imperative to 21st century consumption, the mobile phone will be the control centre for consumers. The market is competitive among both software and hardware developers, and with a relatively short product lifecycle, there is ample opportunity for brands to win customers over. Looking forward, connectivity ...