

December 2017

The Budget Shopper - Canada

Although most engage in budget-seeking behaviours, the majority of Canadians tend to keep an eye on their finances rather than stick to a strict budget. The flexibility in approach to monitoring their finances leads to some flexibility when shopping and receptiveness to deals found while engaging in the task. As ...

November 2017

Wearable Technology - Canada

"The wearable technology category has seen advancements in recent years, increasing the repertoire of features and utility. While there are some consumers who make use of their wearable devices daily, others are not convinced that they can find use in such devices and thus avoid ownership. Operators in the category ...

October 2017

Mobile Network Providers - Canada

"The market for mobile network providers has seen moderate growth in the past five years. Operators in the category are facing a changing environment of evolving technology and consumer preferences for mobile data as well as budget-conscious service plans. To retain customers and preserve an excellent reputation, service providers will ...

Live Events - Canada

"Canadians are active attendees of live events, with many reporting having gone to at least one event in the past year. Availability to tickets is perceived to be an issue, with affordability and tickets selling quickly being cited as barriers preventing consumers from attending events. Positively for marketers, FOMO (fear ...

September 2017

Pay TV and Streaming Services - Canada

"The market for pay TV cable and satellite has been on the decline for several years now, while pay TV via the internet has seen substantial growth in the past five years. This represents an adjustment of how consumers consume media, thus brands in the category are putting an emphasis ...

August 2017

Attitudes toward Gaming - Canada

The video game console hardware market has not seen growth in volume sales for several years. However, this represents an evolution of the video game market where brands in the category are putting emphasis on software and online services. The rise of mobile gaming (ie smartphones, tablets) is challenging dedicated ...

Retailer Loyalty Programs - Canada

Memberships in loyalty programs are high with 91% of consumers claiming to belong to a program, with the greatest engagement seen in categories that meet staple needs. Shifting household structures and consumer shopping habits means that traditional points collection methods may lose relevance. Ultimately, loyalty programs are working to keep ...

July 2017

Mobile Phone and Tablet Accessories - Canada

"As mobile hardware and connectivity increasingly become central to consumers' lives, a wide variety of accessories are being purchased to facilitate usage. Looking forward, sales will be driven not only by a desire for necessities such as cases and chargers, but also by products that increase functionality, such as portable ...

Drug Store Shopper - Canada

"Canadians remain faithful to traditional drug stores for their drug store needs. However, the convenience of one-stop-shopping at other retailers poses a threat to patronage. Positively, Canadians still see drug stores as differentiated in their expertise. Having said this, diversification of products and services has worked to draw in a ...

June 2017

Women's Clothing - Canada

"Prioritizing comfort over style, Canadian women enjoy the clothes shopping process and are highly engaged. However, a conservative mindset towards discretionary spending means that consumers lean more towards retailers that are perceived to offer the best value. The tendency remains skewed towards buying clothes from physical stores, as fit continues ...

May 2017

Car Purchasing Process - Canada

"While the test drive remains key in the car buying process, many are turning to online research and resources to compare things such as pricing, dealership incentives and gas mileage. Consumers are also going online to peruse professional vehicle reviews, dealership reviews and to view owners' experiences."

- Andrew Zmijak, Research ...

Canadian Lifestyles: Pride and Purse Strings - Canada

"Consumers continue to hold a conservative mindset when it comes to spending owing to concerns around the current economy and their ability to save for the future. However, as the majority of Canadians perceive their financial situation to be stable, there is some wiggle room to be had for small ...

Automotive Innovations - Canada

"The automotive industry has witnessed a burst of recent technological advancements that improve safety, connectivity and convenience for consumers. The category has created innovations in autonomous (self-driving) capabilities that progress safety features and implement preventative protection measures. Features such as forward collision avoidance, lane-keeping assist and adaptive cruise control have ...

March 2017

Travel in Canada - Canada

"The travel and tourism industry in Canada is in a position to take advantage of a weak Canadian Dollar in attracting international visitors (particularly US residents) as well as those Canadians deterred from travelling to the US due to the stronger US Dollar. Operators in the category will need to ...

Exercise Trends - Canada

"Canadians are active, with 68% reporting that they exercise at least once per week. The drive towards regular exercise stems from addressing not only their physical health but also their mental health. The majority of consumers gravitate towards convenient and cost-effective options, with relatively few showing an interest in buying ...

Major Appliances - Canada

"Major appliance brands operating in Canada are facing a changing environment of evolving preferences and consumer demand. Manufacturers will need to address cost-sensitivities as the majority of consumers are influenced by price. This may translate to more entry-level devices with less features or more compact design."

February 2017

Marketing to Millennials - Canada

In Canada, 18-34s represent close to one-quarter (23%) of the population. An open-minded segment, they have a strong sense of individuality with an optimistic outlook, of the belief that they have the power to impact change in the world. They feel understood by marketers, though not well represented in ads ...

January 2017

Home Electronics (Video/Audio) - Canada

"Audio and video home electronics manufacturers and brands operating in Canada are facing a changing environment of evolving preferences and consumer

Attitudes toward Healthy Eating - Canada

"Canadians actively target healthy eating all or most of the time (76%). Healthy eating behaviours are seen to be a balancing act of both subtractive behaviours (ie cutting



Lifestyles and Retail - Canada

demand. New televisions are pushing the boundaries of screen sizes and resolutions, and these attributes do capture consumer interest. However, some segments have struggled to maintain relevancy in light ...

out 'bad' food qualities) and supplemental ones, where effort is made to include nutritious foods. Though highly interested in foods with health ...