

January 2017

Luxury Cars - Canada

Luxury automobile manufacturers and brands operating in Canada face a very competitive market with a plethora of models and options for consumers to choose from. A strong interest among consumers in considering a luxury vehicle for their next purchase displays positive signs for the segment.

December 2016

New Cars - Canada

"Automobile manufacturers and brands operating in Canada are facing a changing environment of evolving preferences and consumer demand. Generational considerations for type of vehicle and interest in vehicle features can be contrasting, as younger consumers prefer newer models and the latest technology innovations, while older drivers lean towards reliability and ...

November 2016

Grocery Retailing - Canada

Canadian grocery shoppers are engaged with the centre of the grocery store, buying pantry staples as well as snacks and drinks. However, the area suffers from a bit of a bad reputation given the adage 'to stay at the perimeter in order to shop healthier'.

October 2016

Air Travel - Canada

"Operators in the passenger airline industry in Canada are facing a changing environment of evolving preferences and consumer demand. While some consumer behaviours surrounding and attitudes towards air travel are largely generational, the consensus among consumers revolves around the concerns related to the costs of flying, which range from the ...