

## March 2020

### Ride Sharing and Mobility Services - Canada

"While most consumers utilize public transportation, alternative services such as ride sharing are gaining momentum with usage near that of taxis. Advances in technology have disrupted traditional transportation options including public transportation, taxis, as well as the way consumers use their personal vehicles. The future of transportation services like ride ...

## February 2020

### The Ethical Consumer - Canada

"The bulk of Canadians consider themselves to be conscious shoppers, meaning that brands today must find ways to integrate corporate social responsibility policies as part of their identity. While price and quality continue to be the top factors considered when making purchases, consumer optimism that actions taken now can have ...

## January 2020

### Meal Planning & Preparation - Canada

"The dreaded question "what's for dinner?" is one that some 88% of Canadians are responsible for addressing during the week. While the large majority of Canadians plan ahead for weeknight dinners, only about half are successful in seeing their plans through, meaning that there is a need for more ...

### Innovations in Travel - Canada

"The majority of Canadians have taken a leisure trip in the past year, with non-US international travel a healthy segment in the category. Consumer sentiment aligns with this narrative with many citing a preference for international trips as opposed to domestic destinations. Younger Canadian travellers are a tech-savvy bunch that ...