

April 2023

Improving the Home - Canada

“Economic realities are causing consumers to reassess their home improvement plans to determine the best way forward. While many are making concessions, like reducing the scope or delaying a project, the fact remains that home improvements remain an item on to-do lists for the majority of Canadians. In addition to ...

March 2023

Air Care - Canada

“As consumers cut back on spending, discretionary categories like air care will be tasked with reminding shoppers what value they bring to the table. Highlighting the added advantages associated with air care beyond straightforward odour control, like ambiance and wellness benefits, will help defend against budget cutbacks. Premium scents and ...