

December 2015

DIY - Canada

The DIY home renovation market in Canada is one that is growing and is projected to stay on a stable path in the coming years. Prospects for continued growth look good as the emerging generation of new DIYers, which will be heavily influenced by Millennials who are likely to become ...

November 2015

Online Shopping - Canada

"Despite high engagement, consumers show a strong affinity towards buying products in-store as opposed to online. Limited category engagement may be a contributor as Canadians are primarily buying electronics and apparel online. Both types of products require a level of familiarity, which drives consumers to physical shops prior to purchasing ...

October 2015

Mobile Phones - Canada

"The challenge for mobile phone brands in today's landscape is multi-faceted, with maintaining loyalty key among leading manufacturers in the marketplace, as well as offering entry-level smartphones to under-indexing demographics, such as those over 65."

– **Andrew Zmijak, Research Analyst, Consumer Behaviour and Social Media**