

February 2021

Attitudes toward Healthy Eating: Incl Impact of COVID-19 - Canada

“The pandemic has vastly impacted the physical context surrounding eating – everything from where we are eating, to when, why or how often we are eating, even to who we are eating with. But we know that managing a healthy lifestyle has always been about balancing aspirational goals against realistic ...

January 2021

Marketing to Dads: Incl Impact of COVID-19 - Canada

“Marketing to dads can be a challenging task for companies; not only do they need to understand parents, but specifically the men in those family households. That challenge has become more complex in recent years as modern fatherhood has evolved – even in comparison to how today’s dads were raised ...

Omnichannel Retailing: Incl Impact of COVID-19 - Canada

“Consumers don’t think of their shopping journey as delineated – most are searching and purchasing across online and in-store channels with the use of mobile in-stores and services like click-and-collect further blurring the lines. Consumers just want their needs met no matter where they’re at. As such, marketers need to ...

Toys and Games: Incl Impact of COVID-19 - Canada

“The COVID-19 pandemic has led Canadians to purchase toys and games to keep busy during lockdown. Regardless of age, consumers are looking to new and entertaining ways to spend their extra at-home leisure time and are turning to toys and games to fill this void. Items in the category stimulating ...

November 2020

Entertaining at Home: Incl Impact of COVID-19 - Canada

“The year 2020 has seen entertaining at home shift from a timeless, fun, relaxing social activity to something that has caused many consumers anxiety about both their safety and the law. Yet as challenging as this time has been, it has also illustrated how vital in-person get-togethers are to Canadians ...