

September 2022

Canadian Pet Owners - Canada

“Catering to the humanization trend and ‘pets as family’ phenomenon will remain an important market strategy well into the future. Innovation focused on premium, functional ingredients, health/wellness and customized product formulas remains a significant opportunity. The market will continue to see growth as pet owners seek to provide pets ...

August 2022

Canadian Lifestyles - Canada

“As the pandemic settles into a more stable situation, Canadians are getting a crash course in macroeconomic fundamentals like inflation, interest rates, supply chains and labour shortages.

Cooking in Canada - Canada

“As a result of the pandemic, many consumers developed new cooking skills and habits that have persisted after the lockdowns on dining out have ended and, not only are they cooking at home more often, the majority of consumers don’t mind doing so. Consumers are eager to learn new cooking ...

July 2022

Marketing to Millennials - Canada

“Millennials have been a focal point for marketers for over a decade. But it is important to evolve with these consumers rather than leaning on past assumptions.

This is now a fragmented generation as individuals have followed varying life paths. That makes it more challenging to connect with them broadly ...