

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 ...

Upcoming Reports

Attitudes Toward Healthy Eating - Canada - December 2020

Omnichannel Retailing - Canada - November 2020

Toys and Games - Canada - October 2020

Grocery Retailing - Canada - September 2020

Dining Out - Canada - July 2020

Marketing to Gen Z - Canada - June 2020

Auto Service, Maintenance and Repair - Canada - April 2020

Cookware - Canada - April 2020

The Ethical Consumer - Canada - February 2020

Marketing to Dads - Canada - December 2020

Entertaining at Home - Canada - October 2020

Automotive Innovation - Canada - September 2020

Marketing to Gen X - Canada - August 2020

Marketing to Millennials - Canada - July 2020

US Travel - Canada - May 2020

Canadian Lifestyles - Canada - April 2020

Ride Sharing and Mobility Services - Canada - March 2020