

Megatrends in Canada

Market Direction | 2022-07-28 | 58 pages | Euromonitor

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Report description:

This Megatrends report highlights long-term trends resulting from shifts in consumer values and behaviour. It provides a summary of each of Euromonitor International's eight focus megatrends and insights as to how each trend has manifested in Canada.

Euromonitor's Megatrends in Canada report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Megatrends market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Scope

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The drivers shaping consumer behaviour

Megatrends framework

Businesses harness megatrends to renovate, innovate and disrupt

Digital living

Interac contributes to the modernisation of the Canadian mobility system

In-home virtual assistants are the most popular among Gen X

Half of Canadians are wary of targeted ads

Gen X feels the most comfortable to share data in order to receive personalised offers

Friends and family remain the most trusted source of information

Return to face-to-face activities expected over the next five years

Experience more

Kilburn Live partners with Mattel to launch "World of Barbie" immersive attraction

Most Canadians prefer real world experiences

Socialising with friends remains the most preferred leisure activity

Safety of the travel destination valued most by Canadians

Shift to online activities expected most by Baby Boomers

Middle class reset

Vim Refill Ecopack is able to reduce size and price of the product through sustainability

Baby Boomers are the biggest bargain hunters

Canadians are keen to support the circular economy

Gen Z prove to have the most frugal purchasing intentions

Premiumisation

Canadians are looking for a simpler life

Gen X the most optimistic about their investments

Canadians are willing to pay extra for high quality

Shifting market frontiers

Canadians are keen to embrace new cultures

Baby Boomers are the most focused on supporting local businesses

Shopping reinvented

In-store shopping remains highly popular, but tickets and travel are mostly purchased online

Social media engagement by Canadian shoppers is relatively low

Millennials are the most engaged on social networks

Sustainable living

Canadian company bets on sustainable and collapsible furniture that can be assembled without tools

Most Canadians are keen to take action to protect the environment

Recycling stands as the most common green behaviour

Over a quarter of consumers boycott brands that do not share their ethos

Recyclable packaging is seen as the most sustainable

Wellness

Healthy nutrition labels are the most important for Baby Boomers

Canadians focus most on meditation for reducing stress

Canadians have been slow to embrace health tech compared to global counterparts

Health and safety precautions remain a priority amidst the pandemic

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