

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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