

Megatrends in Canada

Market Direction | 2023-10-09 | 76 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 10 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
Convenience
Pizza Hut and Serve Robotics trial autonomous delivery robots
Tech is used to simplify everyday tasks
Consumers seek more flexibility in all areas of life
Shoppers want to see before they buy
Convenience drives e-commerce demand
Young people see cooking as a chore
Digital living
Rogers partners with SpaceX to launch satellite-to-phone connectivity in remote areas
Video gaming is a favourite pastime among young Canadians
Consumers are protective of their personal data
Millennials are most likely to stay anonymous online
Friends and family remain the most trusted information source
Consumers expect more web-based activity post-pandemic
Diversity and inclusion
Sephora launches immersive installation to showcase Canada's diverse beauty
Baby Boomers show strong support for charitable causes
Generation Z want to change the world for the better
Most Canadians feel comfortable expressing their identity
Young shoppers are paying more attention to brand values
Experience more
Netflix trials cloud gaming via TV sets, connected devices and the web
Canadians enjoy socialising both on- and offline
Safety and relaxation are key priorities in a holiday destination
Consumers still prefer real world over online experiences
Personalisation
VTMN Packs continues to develop its personalised vitamins offering
Generation Z are the most enthusiastic about virtual activities
Younger consumers are the most likely to demand tailored experiences
Premiumisation
Drink Sprizzi launches RTD spritzer made with premium vodka and real lemonade
Canadians want a simpler life
Generation Z worry least about the future
Health, quality and comfort are prized attributes
Pursuit of value
Dollarama expands as shoppers rein in costs
Baby Boomers are the most frugal cohort
Shoppers are worried about the rising cost of living
Canadians are embracing the circular economy
Shoppers seek ways to make their money go further
Shopper reinvented
Walmart launches subscription model for unlimited next-day deliveries
Brand trust is important to younger generations
In-store shopping is still the preferred channel for most categories

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S-commerce gains traction as part of the omnichannel experience
Generation Z interact most with brands online
Sustainable living
Myni continues to innovate in sustainable cleaning and personal care
Canadians are less concerned about global warming than global counterparts
Mindful consumption is on the rise
Reducing food waste tops the list of green activities
Consumers are keen to make their voices heard
Recyclable packaging is considered the most sustainable
Wellness
Protein Industries Canada offers funding for AI-powered plant-based food projects
Massage and meditation are the main antidotes to stress
Health supplements remain very popular
Consumers remain wary of health and safety in post-pandemic era
Leverage the power of megatrends to shape your strategy today

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