

Megatrends in Canada

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Abstracts

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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Businesses harness megatrends to renovate, innovate and disrupt

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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

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Sephora launches immersive installation to showcase Canada's diverse beauty

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Most Canadians feel comfortable expressing their identity

Young shoppers are paying more attention to brand values

Experience more

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Canadians enjoy socialising both on- and offline

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Generation Z are the most enthusiastic about virtual activities

Younger consumers are the most likely to demand tailored experiences

Premiumisation

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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

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