

Megatrends in Canada

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- 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
- 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 Al-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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