

October 2021

Small Kitchen Appliances - Canada

“Long purchase cycles and a lack of storage space will create barriers for growth in the market. However, the increased amount of home cooking Canadians have undertaken as a result of the COVID-19 pandemic will help to support the category going forward. Some reluctant chefs will be seeking ways to ...

August 2021

Household Surface Cleaners - Canada

“Surface cleaners were launched into the spotlight early last year as Canadians tried to protect themselves from the threat of the virus. Engagement with the category, both in terms of the importance it has been given and the frequency of use, has grown significantly as a result of COVID-19. The ...

May 2021

Household Paper Products - Canada

“Very few Canadians will forget the toilet paper frenzy of 2020 and how it elevated a standard household commodity into a highly sought-after item. Though toilet paper may have received all the glory, other paper formats also received a boost in sales as a result of the pandemic since the ...

March 2021

Home Laundry - Canada

“Laundry remains an ever-present chore in the lives of Canadians who are looking for effective products that simplify their well-established routines. COVID-19 has heightened hygiene awareness, motivating some Canadian families to increase their laundry frequency. This has caused a short-term bump in sales but the market is expected to return ...