5 MUST-WATCH TRENDS SHAPING THE FUTURE OF CANADIAN BUSINESS

THE INTERNET REVOLUTION

- 75% of respondents said they are willing to share personal information online.
- 58% said they are willing to share information about their financial status.

THE “HEATH MANIA”

- 50% of Canadians are willing to pay for health-enhancing products and services.
- 33% of Canadian consumers are using the Internet to research and purchase health products.

THE “MADE IN CANADA” ADVANTAGE

- 97% of consumers consider the brand when making a purchase.
- 87% of consumers look for products that are made in Canada.

CUSTOMIZATION IS KING

- 75% of consumers said they are willing to pay more for personalized products.
- 75% of consumers said they are willing to pay more for services that are tailored to their needs.

THE THOSPY CONSUMER

- 55% of consumers said they are willing to pay more for products that are available online.
- 75% of consumers said they are willing to pay more for products that are available locally.

Why do these trends indicate that consumers are changing their shopping behaviors? Here are some key reasons:

- The Internet revolution is transforming the way consumers shop and make purchasing decisions.
- The “health mania” is driving consumers to seek out products and services that promote health and wellness.
- The “made in Canada” advantage is appealing to consumers who want to support local businesses.
- Customization is becoming increasingly important to consumers, who are willing to pay more for products and services that are tailored to their needs.
- The “thospy” consumer is looking for new and innovative ways to shop, with a preference for products and services that are available online or locally.

To learn more about these trends and how to leverage them for your business, download the complete report at bdc.ca.