Mintel Announces Launch of Consumer Research Report Series

Contributed by Mintel
Monday, 21 July 2014

Mintel has announced the launch of their well-respected and widely popular consumer research report series, debuting in Canada for the first time in July of 2014.Â The reports, which deftly combine new consumer research with the latest market data and analysis, will be developed by a locally-based team of analysts in Toronto, Canada, and will draw from both English and French speaking consumers.Â Areas covered by the reports include: food and drink, retail and lifestyle and finance.

The Canadian launch marks an expanded footprint in North America for Mintel, which now offers reports, global market analysis and trend intelligence spanning a number of different industries and sectors across the globe. The reports, available globally, focus on data and analysis from the ten provinces of Canada and also include segmentation, market share, retail environment and consumer profile intelligence.Â

Peter Haigh, global CEO at Mintel, said:

â€œCanada represents a logical and welcome extension of Mintelâ€™s expert insights into one of the worldâ€™s most interesti diverse markets.Â With Mintelâ€™s 40 years of experience and another 30 years of experience amongst our local analysts, our Canadian reports are positioned to provide clients with insights that are both comprehensive in their scope and unique in their breadth. As consumersâ€™ markets become more competitive, our research has proven not to be just useful, but necessary to capitalize on the constantly evolving consumer landscape.â€•

Marla Commons, vice president of research at Mintel, said:

â€œWe are very excited to have such a great team joining Mintel as we launch our Canadian Reports.Â Each Analyst weâ€™ve hired brings their own unique and specific area of expertise to the table, helping our clients become better-informed about the changing Canadian consumer.â€•

As well as being available online, the reports also feature multi-format download options including PDF, DOC, PPT and infographic summaries, perfect for reading on-the-go via tablet and mobile devices. Report titles in the series will include: Carbonated Soft Drinks, Beer, Yogurt and Yogurt Drinks, Cheese, Healthy Lifestyles, Leisure Time, Digital Trends, Generational Lifestyles, Beauty Retailing, Life Insurance, Consumer Payment Preferences and Tea and Coffee, among others.

The series will be supported by a team of dedicated sector analysts, recruited from industry leading backgrounds across Canada.

Jason Praw has worked in market research and retail consulting for over 10 years, including recent stops at both TNS and comScore. Jason researches and writes reports on the Canadian lifestyle industry, having achieved a MSc in biology from Concordia University in Montreal.

Sanjay Sharma focuses on the financial services industry for Mintel. He has worked in a variety of roles in the Canadian financial services industry after completing his MBA in Finance from the University of British Columbia over 10 years ago. Sanjayâ€™s experience includes working with the Ontario Financing Authority, Ipsos Reid, Toronto Financial Services Alliance, Informa and the Canadian Securities Institute.

Warren de Lima has worked as a market research consultant in Canada and the United Kingdom for 7 years, providing insights on consumption behavior, purchasing trends and innovation for clients in Consumer Package Goods and Retail. He has a strong background in multi-country research, conducting reputation audit studies for a globally known beverage company and magazine publication. He has worked for companies including TNS, GlobeScan and Opinion Leader Research and writes the food and drink reports for Mintel.

Andrew Zmijak focuses on Canadian Consumer Behavior for Mintel and has worked for six years in Market Research & Geographic Information Systems positions in direct marketing of print media. He has held positions at Metroland Media Group and Canada Post Corporation using geo-demographic targeting tools to precisely allocate print media throughout Canada based on customer requirements.