

# What Insider Intelligence Analysts Expect in 2021: Emerging trends in Canada

## AUDIO

### Paul Briggs

eMarketer senior analyst at Insider Intelligence Paul Briggs discusses what he's paying attention to in 2021 and why: online grocery shopping, food delivery apps, and more 2021 trends to watch out for in Canada.

#### Coronavirus Impact: Product Categories Adults in Canada Purchase In-Store vs. Digitally, Q1 2020 & Q2 2020

% of respondents

	Q1 2020		Q2 2020	
	In-store	Digital	In-store	Digital
OTC medication	95%	5%	92%	8%
New vehicle	74%	5%	89%	11%
Home goods	72%	28%	58%	42%
Appliances	67%	33%	56%	44%
Clothing	66%	34%	44%	56%
Furniture	65%	35%	51%	49%
Cell phone plan	61%	39%	43%	57%
Children's toys	55%	45%	39%	61%
Finance	54%	46%	39%	61%
Jewelry	52%	48%	32%	68%
Books	45%	55%	29%	71%
Electronics	36%	64%	29%	71%
Travel	17%	83%	13%	88%

Note: ages 18+

Source: Mindshare, "Shopsights: Mindshare Canada's Retail Study September 2020," Oct 28, 2020

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