Analysis of Canadian Children's Retail Market

Overview

Business Objectives

1   Analyze Canadian Children's Population to Optimize Retail Market

2   Leverage Population Data to Devise Mobile Service Strategy

3   Analyze Median Incomes in Top 10 Populated Cities

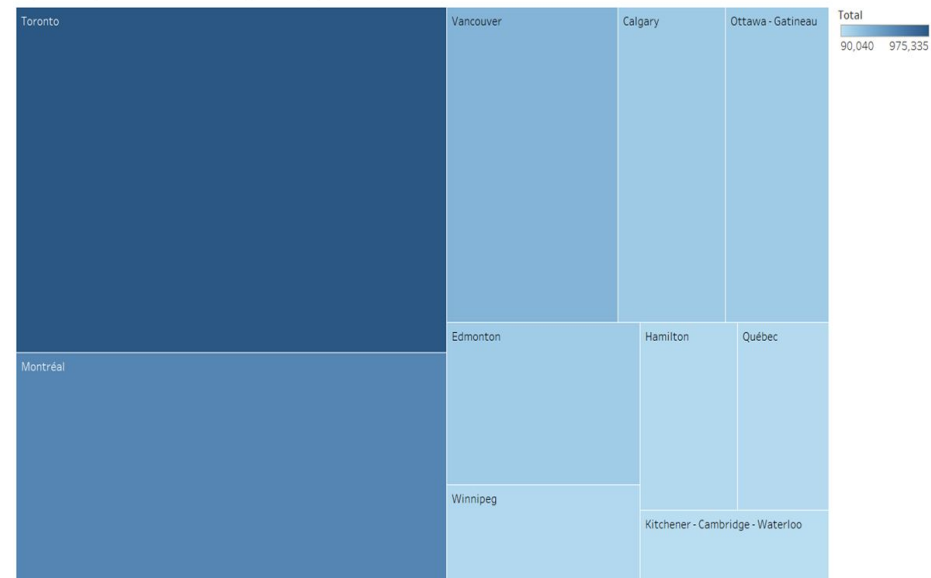**4**   Gain Insight into Top 3 Languages Spoken in Each City
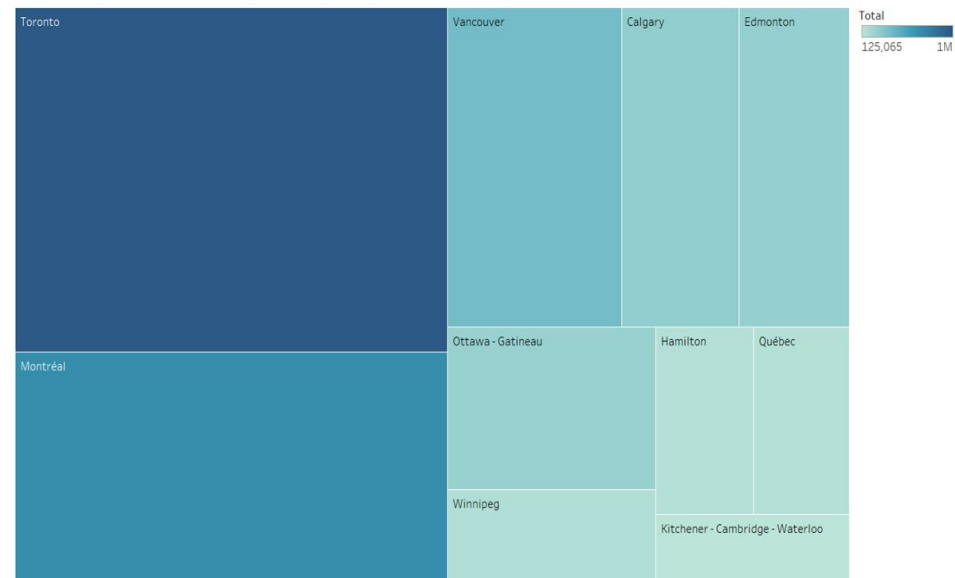
Understanding the Market

Top 10 Cities by Age Group

Top 10 Populated Cities for Ages 0-14 (2011)

Top 10 Populated Cities for Ages 0-14 (2016)

Gender Split

- **Approximately equal gender distribution**

- **Approximately equal age group distribution**

- **Marketing in Toronto and Montreal offer the most sales potential**
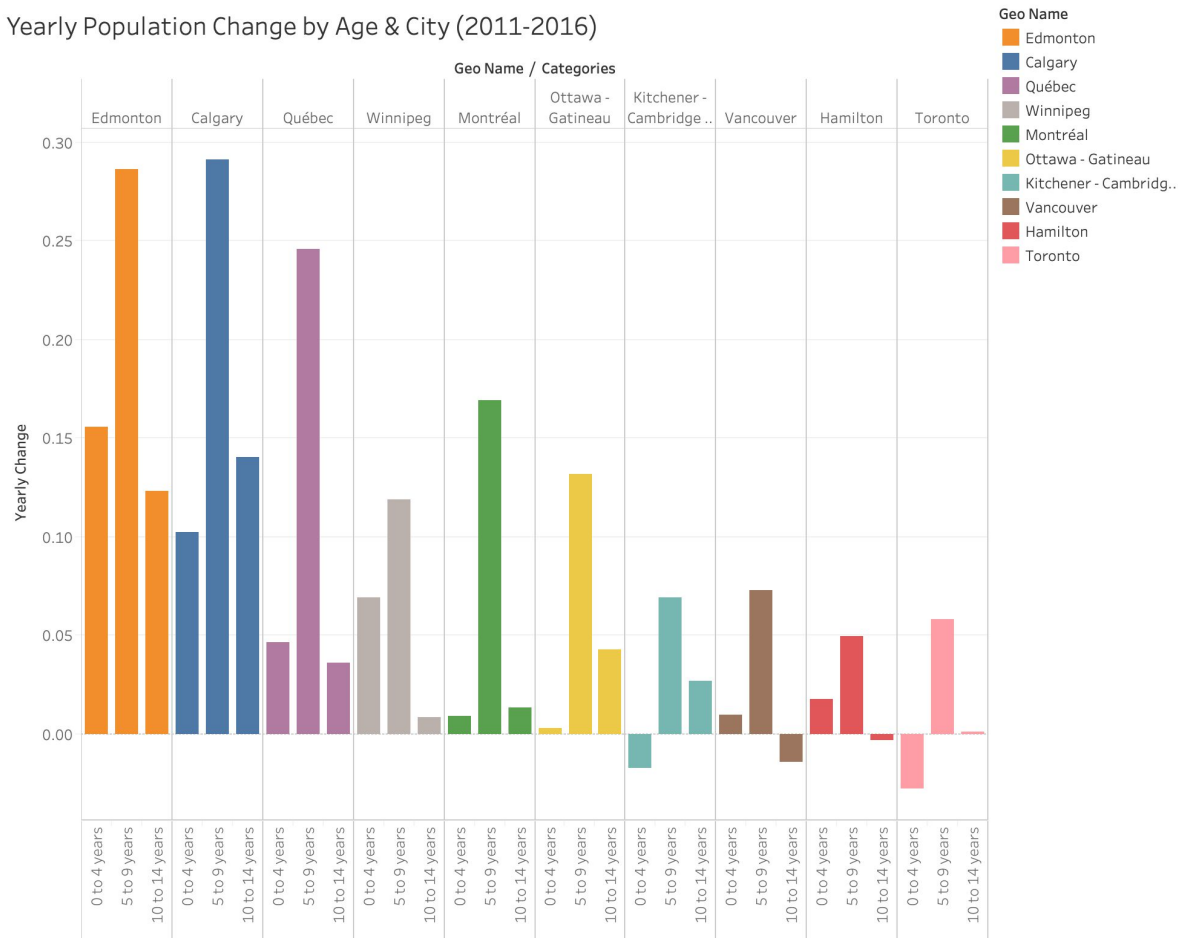

Gender Split Ages 0-14 (2016)

Market Growth Trend

- **5 - 9 year age group offers most sales potential**

- **Edmonton, Calgary, Quebec show highest population growth**

- **Kitchener - Cambridge -Waterloo, Toronto show population decline in 0-4 age group**

Yearly Population Change by Age & City (2011-2016)

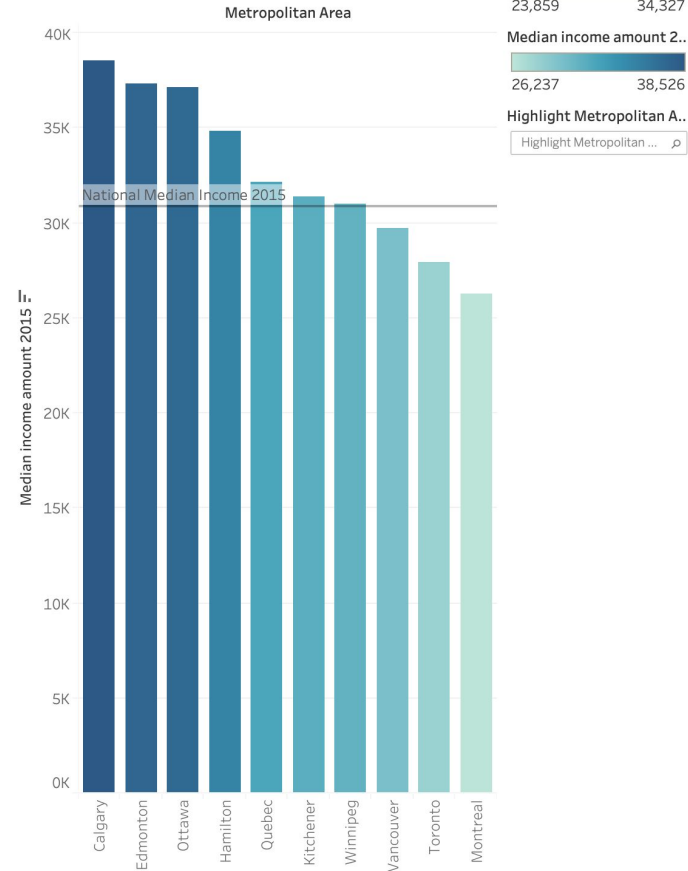# Median Incomes

- **Toronto, Vancouver, Montreal are not meeting National Median Income**

- **High population size accounts for larger income spread**

- **Not enough evidence to support purchasing power**

Top 10 Median Incomes by City - 2005

Top 10 Median Incomes by City - 2015

Median income amount 2..
23,859   34,327

Median income amount 2..
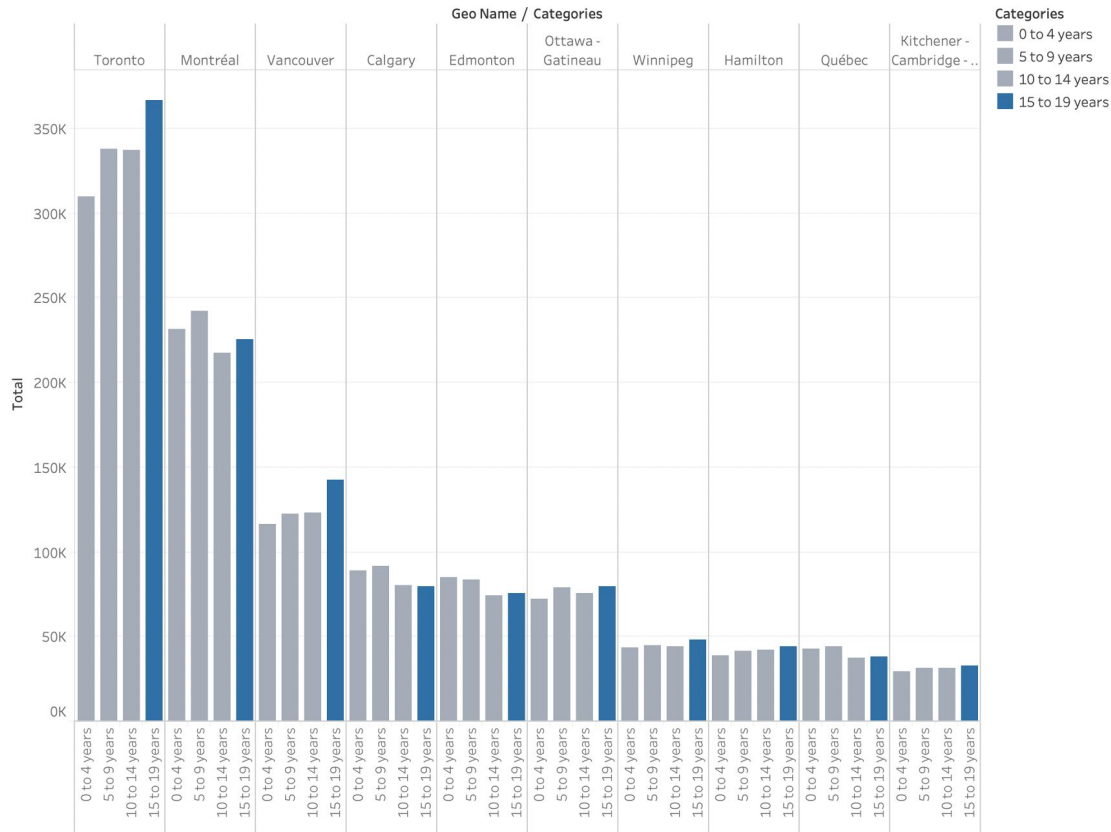26,237   38,526

Highlight Metropolitan A..
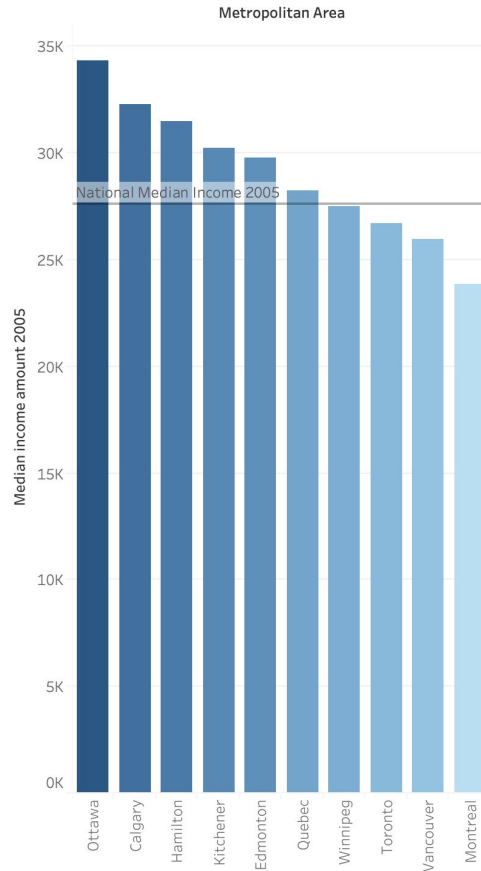
Mobile Service Strategy

- **15 - 19 year old age group population meets or exceeds 0-14 age groups**

- **Toronto, Montreal, Vancouver offer largest markets**

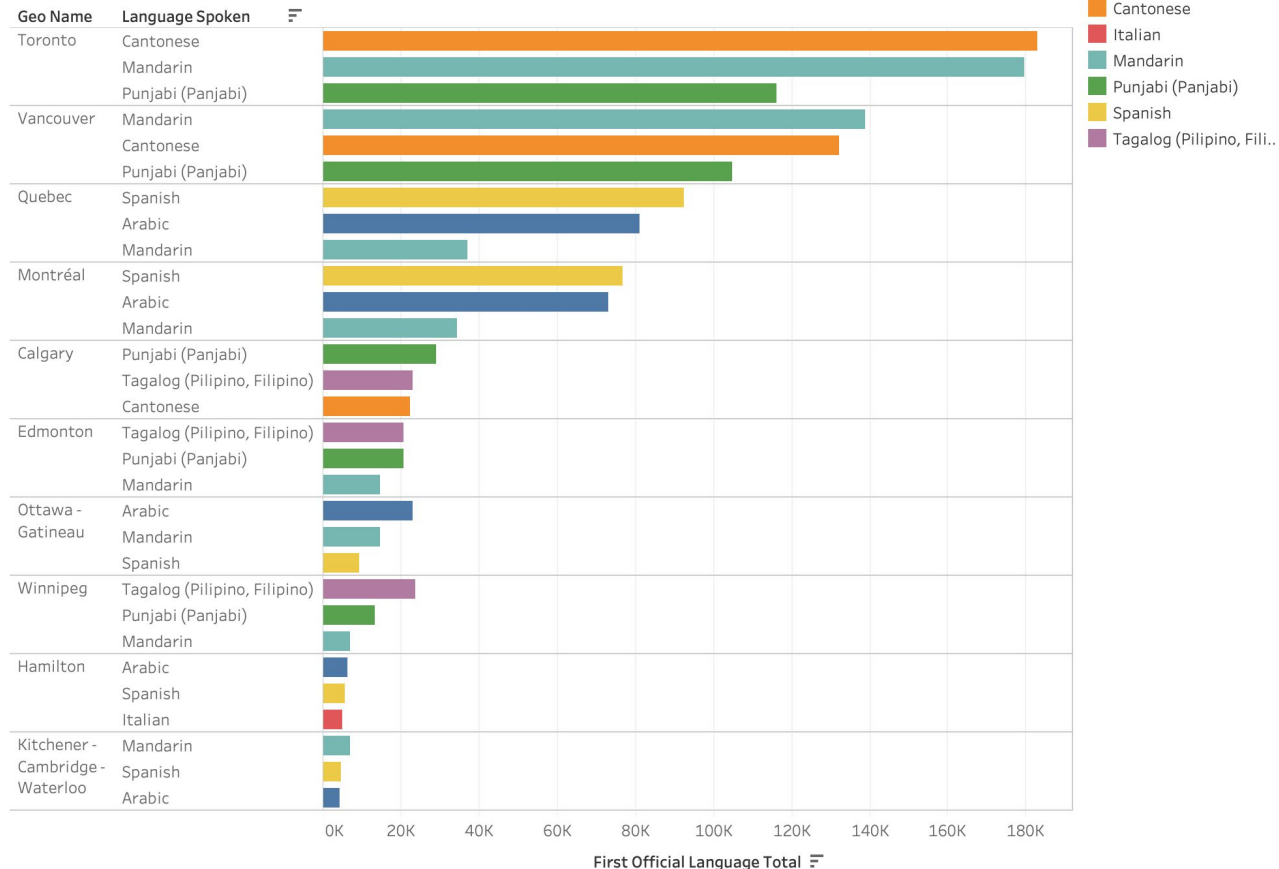- **In store mobile service should be offered in all cities**

Total Population Ages 15-19 vs 0-14 Age Groups by City

Ranking of Non-Official Languages

- **Most spoken: Arabic, Cantonese, Italian, Mandarin, Punjabi, Spanish, Tagalog**

- **Toronto, Vancouver, Quebec, Montreal offer the most multicultural markets**

Top 3 Languages by City

Geo Name	Language Spoken
Toronto	Cantonese
	Mandarin
	Punjabi (Panjabi)
Vancouver	Mandarin
	Cantonese
	Punjabi (Panjabi)
Quebec	Spanish
	Arabic
	Mandarin
Montréal	Spanish
	Arabic
	Mandarin
Calgary	Punjabi (Panjabi)
	Tagalog (Pilipino, Filipino)
	Cantonese
Edmonton	Tagalog (Pilipino, Filipino)
	Punjabi (Panjabi)
	Mandarin
Ottawa - Gatineau	Arabic
	Mandarin
	Spanish
Winnipeg	Tagalog (Pilipino, Filipino)
	Punjabi (Panjabi)
	Mandarin
Hamilton	Arabic
	Spanish
	Italian
Kitchener - Cambridge - Waterloo	Mandarin
	Spanish
	Arabic

Language Spoken
- Arabic
- Cantonese
- Italian
- Mandarin
- Punjabi (Panjabi)
- Spanish
- Tagalog (Pilipino, Fili..

First Official Language Total

Insights

- Highest Growth among 5-9 Age Group
- Equal gender split means equal stock of gender-specific products

- 7/10 cities meet National Median income
- Toronto, Vancouver, Montreal purchasing power not limited

- 7 Non-Official Languages
- Toronto, Vancouver, Quebec, Montreal highest multiculturalism

Recommendations

Target Market

5-9 Year Olds in Both Genders

Income Potential

City Purchasing Power not Limited by Median Income

Languages

Offer Bilingual Services Dependent on City

Thank you!