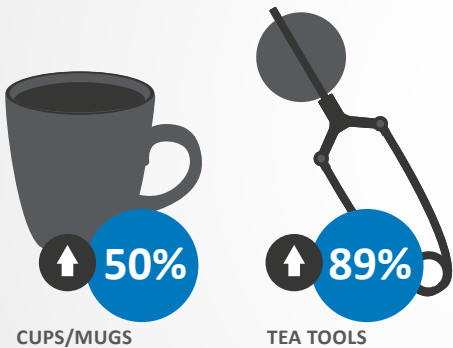


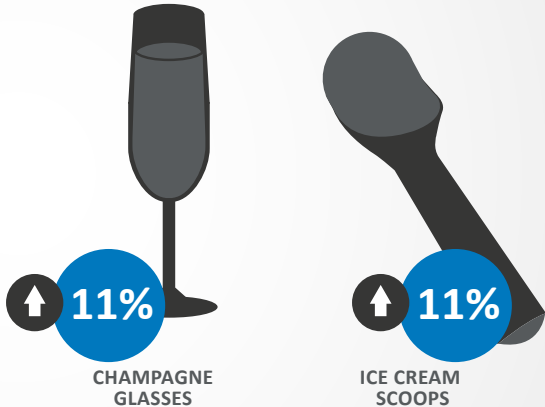
Canadians' Hygge State of Mind

As the colder months draw near, more Canadians will indulge in a quiet night in — whether entertaining friends over dinner or curled up under a warm blanket. This cozy sensibility is what the Danes call “hygge.” **See how it's playing out in the housewares market.**

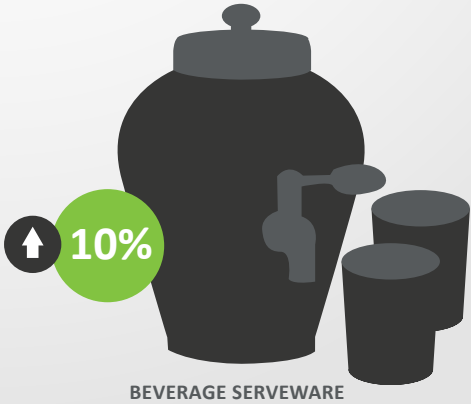
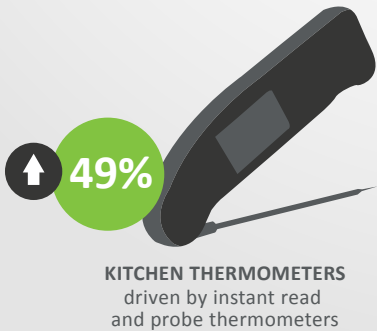
What better way to get cozy than with a cup of hot tea?



Canadians' housewares purchases show they're treating themselves.



Hygge-style comfort and connection can involve entertaining friends and family over a home-cooked meal.



As you look ahead to the holidays, connect with Canadians as they embrace a hygge state of mind in their everyday lives. November and December account for 27% of all housewares sales in Canada. How can you hygge your way onto holiday wish lists?

Source: The NPD Group / Retail Tracking Service, dollar growth, 12 months ending June 2018

Get more insights like this. Contact your NPD account representative or email peter.bassani@npd.com.

