

Shopper Marketing Media, Datalytica and the Convenience Industry Council of Canada launch the State of the Industry Report Digital Companion

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The Convenience Industry Council of Canada (CICC) has partnered with Shopper Marketing Media and Datalytica to launch the State of the Industry Report Digital Companion, a new interactive tool that brings CICC's annual State of the Industry Report (SOI) to life. Available exclusively to CICC members, this digital companion provides 6 years of historical SOI data in a dynamic, searchable format that makes it easier to explore performance trends across Canada's convenience retail sector.

Built on Datalytica's marketing intelligence framework, the State of the Industry Report Digital Companion gives members a focused and intuitive way to compare year-over-year trends using interactive filters and visual insights. Members can explore patterns that were previously locked within static documents, making it easier to assess changes across provinces, store formats, and market environments.

The broader Datalytica platform is built to support many types of data, including transactional data, loyalty signals, mobile behaviour, social engagement, digital exposure, and CRM systems. The State of the Industry Report Digital Companion uses SOI data only, however it is built on the same foundation. This gives CICC and Datalytica a clear path to introduce future features, including retail media management, inventory management for retail advertising, and campaign planning tools for retail partners.

Jamie Thompson, CEO of Wildwood Park Media Company, parent to Shopper Marketing Media and Datalytica, said:

"The State of the Industry Report has always been the trusted benchmark for understanding the strength of Canada's convenience sector. By partnering with CICC, we have added new value through Datalytica, giving members a live and intuitive way to explore trends. This step helps transform respected industry reporting into insight that supports faster and more informed decisions".

"We are pleased to partner with Shopper Marketing Media on its Datalytica platform to provide enhanced value to CICC member companies," said Anne Kothawala, President and CEO of CICC. "We will build on this innovative service moving forward to furnish our members with real-time data that will help them navigate the economic headwinds of the Canadian economy in the future."

Members can now access the State of the Industry Report Digital Companion as part of their CICC membership.

About CICC

The Convenience Industry Council of Canada is a national, not-for-profit council that represents the convenience channel supply chain. Our members employ 182,000 Canadians and annually distribute and sell more than \$54 billion in goods and services.

Website: www.convenienceindustry.ca

About Datalytica

Datalytica is a marketing intelligence platform that unifies every signal that matters, store visits, CRM engagement, mobile behaviour, loyalty activity, and media exposure into one clear view. Datalytica helps retailers, brands, agencies, and out of home media owners move from scattered data to decisions that prove impact and drive growth. With attribution, real time dashboards, and planning tools across retail, digital, and out of home channels, Datalytica closes the loop between exposure and action. The platform is built for teams that need clarity, accuracy, and proof of performance, all in one place.

About Shopper Marketing Media

Shopper Marketing Media gives brands and retailers a clear view of how shoppers think, choose, and buy. Through retail media networks, in store insight, and mobile behavior data, the company helps partners understand the moments that matter and how to reach people in those moments. Shopper Marketing Media works directly with retailers and national brands to plan and activate retail media programs that build awareness, drive conversion, and support growth through measurable results.

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