

SMEs in Canada: Navigating the Post-Pandemic Business Landscape

This white paper offers a comprehensive analysis of the impending changes in the Canadian small and midsize enterprise (SME) landscape in 2024. It covers the influence of the digital economy, evolving consumer behaviors, and the lasting impacts of the COVID-19 pandemic. The report examines the current state of small businesses, discusses challenges and opportunities, and identifies key trends for 2024, including technology adoption, government policies, and shifting consumer preferences. It also addresses the implications of digital transformation, government policies, the ongoing effects of COVID-19, changing consumer behavior, workforce dynamics, and the significance of innovation and sustainability.

The paper concludes by providing actionable recommendations for SMEs' owners and policymakers to thrive in the evolving landscape. Click below to download the report.

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