

Mobile Phones in Canada

Market Direction | 2022-10-06 | 18 pages | Euromonitor

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Report description:

Digital technologies and media are becoming ever more central to consumers' daily lives. Moreover, this process was significantly accelerated by conditions during the COVID-19 crisis, when consumers were forced to turn to online resources for a wide range of everyday purposes, ranging across socialising, entertainment, work, study and shopping. For many younger consumers, particularly in Generation Z, recording the day-to-day events of their lives and creating content is a daily activity. Accord...

Euromonitor International's Mobile Phones in Canada report offers a comprehensive guide to the size and shape of the in-home, portable and in-car consumer electronics products markets at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Feature Phones, Smartphones.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Mobile Phones market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Consumer smartphone sales volume increases slightly as brands release latest models

Apple retains brand loyalty

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Growth in mobile gaming to drive increase in smartphone usage in forecast period

With high smartphone ownership rate, little room for growth in forecast period

Design choices may help to differentiate and attract consumers to alternative brands

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