

Mobile Phones in Canada

Market Direction | 2023-07-28 | 19 pages | Euromonitor

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Report description:

Retail volume sales of smartphones saw a marginal decline in 2023, although this represented an improvement over the previous year. In 2022, the high rate of inflation had negative impact on discretionary spending, and this trend continued into the first half of 2023. Smartphones are also a mature technology and consumers saw little reason to upgrade their older models for newer versions that did not benefit from any significant improvements in terms of performance or features.

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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Innovation from Samsung fails to drive growth

Brands flex their sustainable practices

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Roll-out of 5G networks will boost demand

Samsung and Apple will shape future development

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