Consumer Electronics in Canada

July 2024

Table of Contents

In-Car Entertainment in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand is muted by a decline in car usage and high car prices
Built-in infotainment systems in electric vehicles (EVs) reduces the need for aftermarket sales
Smartphone replacement of in-car navigation lowers the demand for legacy products

PROSPECTS AND OPPORTUNITIES

Further decline in retail volume sales as in-car entertainment evolves into a niche supported by car enthusiasts and audiophiles
Retail e-commerce to remain the key distribution channel due to convenience and broad assortments
Federal government zero-emissions vehicle mandate to exert pressure on sales

CATEGORY DATA

Home Audio and Cinema in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

Thriving second-hand market for audio components cuts into demand
Retail volume sales continue to fall as consumers gravitate to wireless technology
Consumers adopt soundbar technology to enhance TV audio

PROSPECTS AND OPPORTUNITIES

Outlook remains gloomy as modern technology upends the demand for legacy products
Retail e-commerce to leverage convenience and innovation to continue to dominate distribution
Audiophiles and vinyl enthusiasts lend support as mainstream consumers opt for wireless products

CATEGORY DATA

Home Video in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

Upgrades, economic recovery and immigration support the growth in the demand for televisions
OLED TVs leads innovation to cater to the consumer interest in a high-quality viewing experience
Gaming features provide a competitive edge as gamers are willing to spend on performance

PROSPECTS AND OPPORTUNITIES

Long replacement cycles and high penetration of LED TVs dampen positive energy of higher discretionary spending and new consumers
Innovation and new product launches push the consumer transition to OLED TVs
Growing smart home trend to help shape offer and demand

CATEGORY DATA

Headphones in Canada

KEY DATA FINDINGS

2024 DEVELOPMENTS

Innovation and new launches add dynamism to TWS earbuds
Consumer transition to TWS earbuds hurts wireless earphones
Players segment headphones through targeted features

PROSPECTS AND OPPORTUNITIES

Multiple use cases offer strong growth opportunities for TWS earbuds
Consumers see wireless headbands as a seamless fit with modern, digital lifestyles
E-commerce continues to develop as a channel for headphones

CATEGORY DATA

Imaging Devices in Canada

Mobile Phones in Canada

Portable Players in Canada

Wearable Electronics in Canada

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-electronics-in-canada/report.