

Automotive Innovations - Canada - April 2017

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"The automotive industry has witnessed a burst of technological advancements that improve safety, connectivity and convenience for consumers. Brands will need to package these innovations and appeal to consumers on both a safety and convenience level for success in the marketplace."

- Andrew Zmijak, Research Analyst, Consumer Behaviour

This report looks at the following areas:

- Autonomous features are not yet a priority
- Interests vary by age
- The effect of gasoline prices and innovations in fuel consumption

This Report examines innovations in the automotive industry and provides insight into how today's innovations are changing the market. Regarding in-car innovations, categories discussed include, but are not limited to, comfort/convenience features, technology/audio features and safety features. Mintel defines automotive innovation as any process or technology that advances the market or industry.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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