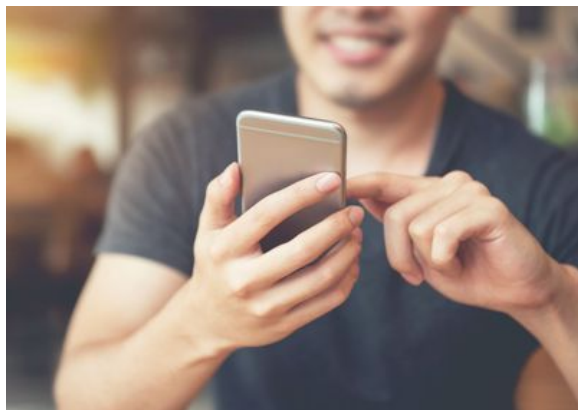


Mobile Phones - Canada - March 2018

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"As mobile technology becomes increasingly imperative to 21st century consumption, the mobile phone will be the control centre for consumers. The market is competitive among both software and hardware developers, and with a relatively short product lifecycle, there is ample opportunity for brands to win customers over."

- **Scott Stewart, Senior Research Analyst, Tech & Media**

This report looks at the following areas:

- **Brand loyalty is low overall**
- **Few customers are paying for their smartphones up front**

Looking forward, connectivity will become a major focal point for technology as a whole – and mobile phones will be the hubs that control that connectivity across devices.

The primary focus of this Report is to gain a better understanding of the mobile phone market overall. Its findings will be based on the results of Mintel's exclusive research and will work towards explaining the current landscape of the mobile phone market, as well as uncovering opportunities and challenges that any players in the market should be aware of going forward.

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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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