

Smartphones - Canada - May 2019

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This report looks at the following areas:

- Some consumers are ambivalent to many smartphone features
- Foldable smartphones face an uphill battle
- Smartphone ownership is almost ubiquitous
- Apple and Samsung lead the market and have established strong loyalty
- Awareness, consideration and conversion are key focus areas for brands



"The focus of this Report will be to better understand smartphone ownership, purchase decisions and overall attitudes. It will investigate what kind of smartphone consumers own, why they chose it, perceptions of the differences from one smartphone to the next and even a prediction of the future of foldable smartphones."

- Scott Stewart, Senior Technology and Media Analyst

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- Increasing demand for tech privacy and security
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MARKET FACTORS

- Growth in mobile payment infrastructure
- Smartphones are becoming a must-have travel accessory
- Increasing demand for tech privacy and security
- Ethnic population trends could affect the smartphone market

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- Leading brands are using retail experiences to attract consumers
- Smartphones are almost a necessity for modern lifestyles

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- **Mobile data plans are getting cheaper**
- **Huawei's brand is battling political concerns**
- **5G smartphones are on their way, but not for years**

WHAT'S WORKING?

- **Leading brands are using retail experiences to attract customers**
- **Smartphones are almost a necessity for modern lifestyles**
- **Mobile data plans are getting cheaper**

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