

## Digital Trends (Hardware) - Canada - November 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The digital hardware market's overall performance is typically balanced, since it sees growth of new devices at the same time as others become less relevant. For instance, the growth of smartphones and tablets meant the decline of eReaders and digital cameras; DVD/Blu-ray players have declined while streaming devices have grown."

– **Scott Stewart, Senior Technology and Media Analyst**

This report looks at the following areas:

This cycle of one digital device cannibalizing another is consistent for the industry, but there is currently an opportunity to grow the market organically. That is because the emergence of the smart home means that traditionally basic home products like lightbulbs and door locks are suddenly part of the digital hardware landscape. As a result, the market has an opportunity to drive revenues as consumers make their homes more connected and dependent on digital hardware.

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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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Brand trust is vital to succeed in the digital hardware market

Smart speakers have potential, but multiple hurdles to overcome

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Digital hardware purchases are not a priority for Canadians

Canadian households are getting smaller, but there are more of them

Tech news is going mainstream

Digital hardware is an integral part of consumers' leisure time

The impact of online shopping trends on digital hardware retail

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Digital hardware purchases are not a priority for Canadians

Canadian households are getting smaller, but there are more of them

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Digital hardware is an integral part of consumers' leisure time

The impact of online shopping trends on digital hardware retail

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Smart home products are building good momentum

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Abbreviations and terms

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