

Personal Audio: Headphones & Speakers - Canada - January 2020

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This report looks at the following areas:

Therefore, personal audio plays a unique role in the consumer tech market in which it is only an accessory, but an extremely important one that many consumers use on a daily basis.

With that in mind, the primary focus of this Report will be to understand what kinds of personal audio devices consumers are using and how they are using them. It will also analyze current consumer behaviours and attitudes in order to provide a glimpse of the future of this category and which types of personal audio are likely to grow or decline in demand. The findings of this Report are based on the results of Mintel's exclusive research and will help provide insight on a consumer technology category that is often overlooked, but represents one of the most dynamic parts of today's digital market.



"Personal audio is one of the most important accessories in the broader tech market. While central devices like smartphones, tablets and personal computers drive the overall industry, personal audio products are needed to access the growing demand for content – whether it is music, movies, video games or any other kind of entertainment."

– Scott Stewart, Senior Tech & Media Analyst

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- Audio content is available everywhere
- Housing trends could impact demand for home audio equipment
- Public transit usage and travel time drives demand for personal audio
- Changes in the way people watch TV and movies

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- Headphone jacks are disappearing from smartphones
- Audio content is available everywhere
- Housing trends could impact demand for home audio equipment
- Public transit usage and travel time drives demand for personal audio

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- Changes in the way people watch TV and movies

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- Big tech brands are getting to consumers before audio brands can
- A lack of clarity around product trial and returns
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- **Built-in voice assistants will become the norm**

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