

Digital Trends (Brands): Incl Impact of COVID-19 - Canada - May 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and digital trends and brands
- How digital brands will fare post-COVID-19
- Focus on the realities of the market aside from the pandemic to provide a clear understanding of the dynamics of today's digital brands without the uncertainty brought on by such an unprecedented event
- A more granular insight into the strategies used in the digital tech market, as well as highlighting valuable lessons that can be learned from some of the most successful brands in the world

The digital tech industry is often talked about in terms of overall trends; what devices and services consumers want and why. But within the landscape of product and service trends exists a highly dynamic battle between brands. And some of those companies have gotten so large and diverse that the line between hardware and digital service brands has started to blur; brands like Apple, Google, Amazon and even Nintendo produce both hardware and software/digital services.

As the COVID-19 crisis makes the entire consumer market even more competitive – with economic challenges bringing additional scrutiny to every dollar spent – brands will have to be particularly nimble navigating this new world. As this Report will show, certain digital brands have already established product ecosystems that give them more stable long-term prospects than others – but at the same time, price could surpass brand as a factor for consumers as budgets tighten. As a result, the stakes of brand competition in this industry are higher than ever because they are battling for an increasingly scarce resource – disposable income – yet the sale of just one device could ultimately result in years of brand loyalty from a consumer across many different products.



“Digital brands are suddenly at the forefront as the world grapples with COVID-19. Apple and Google have partnered to create contact tracing software, Amazon is experiencing shipping delays due to a surge in online shopping, while Nintendo is selling out of consoles and Netflix is keeping the world entertained. The way consumers are dealing with the crisis has made these brands as important as

ever.” – **Scott Stewart, Senior Tech & Media Analyst**

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MARKET FACTORS

- **Loyalty is established through consistent product quality**
- **Popularity of online shopping creates opportunity for digital brands**
- **New government regulations in the digital age**

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- **Mergers and acquisitions are consolidating power in digital tech**

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