January 2020

Digital Video - Canada

"Canadians are keen consumers of video entertainment with most using cable/satellite pay TV, as well as on-demand streaming services and free streaming services. Free trials motivate consumers to subscribe to paid video streaming services, but at the same time, they may be using such a service to only watch ...

December 2019

Attitudes toward Technology and the Digital World - Canada

"With how quickly the technology and digital world has evolved over the last few decades, it is worth taking a step back to assess how consumers feel about it. Not only have consumers adapted over time as they have gotten more comfortable with technology in their day-to-day lives, but there ...

November 2019

Fintech and the Canadian Consumer - Canada

“Trust is a major barrier for Fintech companies to overcome even if Open Banking becomes a reality in Canada as consumers are much more likely to trust established financial institutions.”

– Sanjay Sharma, Senior Financial Services Analyst

Pay TV and Bundled Communication - Canada

"As Canadians move away from traditional pay TV like cable/satellite and towards video streaming services, competition is ramping up in this arena providing more choice than ever. Cost savings is top of mind among consumers when it comes to bundling, and thus will come to be expected. An expansion ...

Digital Trends (Hardware) - Canada

"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 ...

September 2019

News Media - Canada

© 2024 Mintel Group Ltd. All Rights Reserved. Confidential to Mintel.

"News media is able to provide both important information as well as constant entertainment value – which is why nearly all Canadians consume its content. Yet the industry faces challenges after the internet disrupted its traditional revenue models. The result is a situation where news content consumption is almost ubiquitous ...

July 2019

TV Advertising - Canada

"The majority of Canadian consumers regularly see video ads on television and social media, and to a lesser degree, on platforms including streaming app/site for television channels, DVR/PVR recordings, video on-demand libraries, online news portals and other websites including blogs and forums. Although most Canadians are exposed to ...

May 2019

Smartphones - Canada

"The primary focus of this Report will be to better understand smartphone ownership, purchase decisions and overall attitudes. In particular, 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 ...

April 2019

Laptops, Desktops and Tablets - Canada

"Most Canadians are considering the purchase of a laptop, desktop or tablet within the next year. This indicates a positive trajectory for the category considering most already personally own or have these devices in their households. The importance of upgrades and replacement within the category is thus going to act ...

March 2019

Digital Trends Consumer - Canada

© 2024 Mintel Group Ltd. All Rights Reserved. Confidential to Mintel.

"The digital market is fast moving and encompasses many different products and services. From smartphones and tablets to TVs and Blu-ray players to streaming music and video platforms, this dynamic market is constantly evolving. With all of this innovation, it can be challenging to understand how consumer behaviour is actually ...

February 2019

Attitudes toward Gaming - Canada

"Video games represent an exciting part of the technology industry. Not only are they fun to play, but they have evolved exponentially in both technological capabilities as well as market appeal. Today, the majority of Canadian adults are playing video games – whether it's on a dedicated console, a personal ...

January 2019

Televisions - Canada

"Most consumers have one-to-two televisions, with Samsung being the most commonly found brand of TV in Canadian households. The majority of consumers use a high definition TV, most often, in their homes, while a significantly smaller share utilizes an Ultra HD 4K TV. Opportunity exists for brands to expand sales ...

© 2024 Mintel Group Ltd. All Rights Reserved. Confidential to Mintel.