

Digital Trends: Hardware - Canada - January 2021

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“Despite hurdles throughout 2020, the digital hardware industry is in a healthy position – reflected by the growth of its leading companies. The pandemic forced Canadians to adopt more digital habits out of necessity, which ultimately drove demand for hardware.”

– **Scott Stewart, Senior Tech & Media Research Analyst**

This report looks at the following areas:

- Ownership of digital hardware devices.
- How health and wellness are increasing their roles in digital hardware.
- Ownership and interest in smart home security hardware – as well as its impact on existing professional home security service companies.
- Purchase factors for televisions and an analysis of how current TV innovation aligns with consumer demand.
- New tactics that smartphone companies can use to differentiate their devices and a look into how shoppers approach the market.
- An evaluation of 5G and foldable smartphones with respect to consumers' current needs.

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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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