

# Mobile Phones - Canada - October 2015

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"The challenge for mobile phone brands in today's landscape is multi-faceted, with maintaining loyalty key among leading manufacturers in the marketplace, as well as offering entry-level smartphones to under-indexing demographics, such as those over 65."

– Andrew Zmijak, Research Analyst, Consumer Behaviour and Social Media

This report looks at the following areas:

- The ramifications of mobile phone loyalty
- Satisfaction with existing cell phones
- New mobile phones and smartphones are expensive
- Increasing ownership penetration of older consumers

Mobile phone volume sales saw strong growth in 2010 followed by declines in 2011-12, accompanied by moderate growth into 2014 with volumes set to grow annually at a strong and steady pace of 5-8% between 2015 and 2020. Smartphones are forecasted to propel the mobile phone market forward with the category trajectory upwards from 2015 through 2020.

This report covers the drivers of the mobile phone market in Canada and issues, insights, trends, and innovators in the industry, as well as market sizes and segmentation. It contains consumer data relating to mobile phone ownership, whether consumers plan on purchasing a smartphone if they do not own one, attitudes towards smartphones by non-owners, attitudes towards cell phone use, consumer satisfaction with cell phone hardware features, and attributes considered when shopping for a new phone.

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## DID YOU KNOW?

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