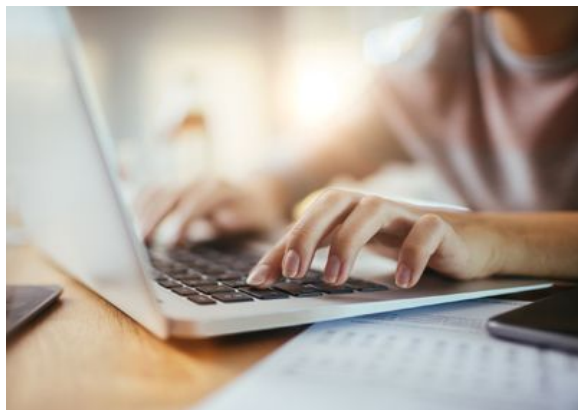


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"The digital market is fast moving and encompasses many different products and services. From smartphones and tablets to TVs and Blu-ray players to streaming music and video platforms, this dynamic market is constantly evolving."

- **Scott Stewart, Senior Technology and Media Analyst**

This report looks at the following areas:

- **New technologies are often slow to be adopted by the mass market**
- **Paid digital content is in a battle with free content**
- **Online shopping is becoming the norm**
- **Audio consumption is an emerging trend to watch**
- **Personal computers are still a very important digital device**
- **High-earning young consumers are the key target in the digital market**

The primary focus of this Report will be to find common themes within the broader digital market that can act as key learnings for the entire industry. While there are nuances to different product markets that depend on many variables, this Report will show that there are also recurring trends and behaviours that are evident across categories. While this Report will work to call out emerging digital trends, it will also make a point to look at the market in a way that can maximize sales opportunities for stakeholders in the industry – specifically by appealing to the average Canadian consumer instead of focusing only on the early adopter. The findings of this Report are based on the results of Mintel's exclusive research and will help provide consumer behaviour trends to watch in a market that is constantly evolving.

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Abbreviations

Terms

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