

Digital Trends: COVID-19 – Canada – October 2020

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This report looks at the following areas:

Yet the industry is vulnerable, too. Consumers are prepared to make cuts to their tech spending if their budgets tighten and the surge in purchases in the spring means households are now well-equipped and not looking to spend more. Ultimately, this period of time will be a catalyst for the industry long term, but some brands could face a challenging interim if the Canadian economy struggles.

- Tech device purchases in the first three months of the pandemic
- New behaviours resulting from the pandemic and which ones are most likely to remain after it ends
- The unique opportunities and challenges faced by the digital content industry
- Tech-related budget cuts that consumers would make if they needed to reduce their spending



“In the first weeks of the pandemic, Mintel predicted that the digital tech industry would see an increase in demand as consumers spent more time at home. That did happen as expected, but there is now ample evidence to suggest that many of the behaviours sparked by the pandemic will become permanent habits.”

– Scott Stewart, Senior Tech & Media Analyst

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