

Home Entertainment Technology - Canada - 2022

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This report looks at the following areas:

- Canadians' television ownership.
- Ultra-high-definition television as emerging technology.
- Home entertainment rooms as curated spaces.
- Canadians' preferences for entertaining in the home.
- Consumers' attitudes towards and ownership of other home entertainment technology devices (including audio devices, VR headsets and gaming consoles).

Just about all (97%) consumers own a television, with two thirds (66%) owning two TVs or more. Television is the hallmark of Canadian home entertainment. Beyond televisions, however, the home entertainment technology options abound. Gaming consoles, speaker systems, VR headsets and more. While undoubtedly younger men are earlier adopters of technology and more prolific tech enthusiasts, women and older consumers are not disinterested in home entertainment technology. While home entertainment technology decidedly skews with age and gender, companies should not shy away from advertising specifically to women and older consumers.

Emerging out of the COVID-19 pandemic, consumers are excited to spend time ... at home. While it may seem counter-intuitive, three quarters (75%) of consumers agree that they would prefer to spend their leisure time in the home. Arguably, while part of this may be because Canadians have made their homes additionally comfortable throughout the pandemic, a large part of this has to do with rising costs of living. Rising inflation, interest rates and costs of groceries have all put pressure on Canadians and they are being forced to cut down on non-essential spending. In fact, some 81% of Canadians list inflation as their number one concern over the next six months. While home entertainment technology device sales may slow for some items (such as ultra-expensive 8K UHD TVs) and many consumers will delay upgrading devices, enthusiasts do remain. As long as major telecom companies like Rogers are able to prevent internet outages like that of July 2022, consumers can remain satisfied. With



"Despite flashy new home entertainment tech innovations, consumers are hesitant to make any major upgrades. While ultra-high-definition televisions and newest generation gaming consoles are imagined to be the ultimate desire for Canadians, this is not necessarily the truth."

– **Candace Baldassarre,**
Research Analyst

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most new technology being advertised for its effortless connectivity and smart features, it's clear what most consumers want; they are seeking affordable convenience in the home entertainment tech space.

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