

Digital Trends: Hardware - Canada - 2022

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Who buys tech hardware and what tech hardware do they own
- Who subscribes or plans to subscribe to 5G
- What tech products are Canadians most interested in buying
- What factors influence tech product purchase decisions
- What product features would consumers pay more for

The COVID-19 pandemic has changed the consumer perception of tech hardware from an expense to an investment. Consumers looked for tools that would help them through the lockdown – with a focus on remote productivity, entertainment and communication – and for the most part, tech hardware provided these tools. Consumers found they needed larger screens for Zoom calls, Smart TVs for streaming, and laptops for work, school and productivity. Household savings increased and consumers put some of that money back into home renovations, integrating smart tech into their homes.

As for what Canadians want from their tech – it differs largely based on age and gender demographics. Men in general view tech hardware as a ‘toy’ and enjoy the novelty of owning new tech gadgets and devices, while women are more concerned with how tech and smart tech hardware can help make managing the home easier. There is a niche among older consumers to sell smart health monitoring devices, but younger consumers are more interested in the fitness aspect of smart health devices.

There is also a demographic discrepancy regarding what consumers would be willing to pay more for. Consumers are more likely to pay more for their preferred brand, but this is largely because consumers are brand-locked with their devices dependant on their existing brand choice. When digging deeper, it becomes apparent that younger consumers are more interested in things like higher quality cameras and eco-friendly production – all of which can be marketed via product tiers (which they also cite a willingness to pay more for).



“It has been a relatively tough year for the tech hardware industry. The COVID-19 pandemic drove many consumers to purchase hardware during the initial stages of the lockdown but, after that initial spike, tech purchase rates declined. To top it off, component shortages and shipping issues have made stock sporadic.”
– Michael Lloyd, Senior Tech and Media Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Shifting to 5G, despite years of buzz, brands have been unable to generate any real excitement. Only about one third of Canadians even own a 5G device, and only about two thirds of those even subscribe to a 5G service.

Compounding that fact, consumers without 5G have no real concrete timeline on when they expect to get it, with over a quarter of consumers citing that they'll probably get it sometime far in the future, years away. Finally, 15% of Canadians simply do not know what 5G is. One would assume this lack of knowledge skews older but what is alarming is that nearly one quarter of women aged 18-24 cite a lack of knowledge of what 5G is – a relatively large hurdle for brands hoping to sell 5G to the next generation of consumers.

Looking ahead, the Canadian tech hardware industry has some great opportunity for growth. Across smart home hardware products, less than one quarter of Canadians own any individual product category. This is an opportunity for brands because once a smart home device is purchased, the door is open for that brand to sell other pieces of interconnected smart tech.

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report

EXECUTIVE SUMMARY

- Top takeaways
- Market overview
- Impact of COVID-19 on loyalty programs
Figure 1: Immediate-, short- and longer-term impact of COVID-19 on loyalty programs, 2022
- Opportunities
- Health monitoring tech is an opening to get elderly consumers into smart home tech
- Open up smart homes to women
- Challenges
- Smartphone differentiation is a tough nut to crack
- A large portion of Canadians still have no clue what 5G is

THE MARKET – BY THE NUMBERS

- Tech stock climbs steadily, with a few hiccups
- iPad sales fell after a 2020 spike...
Figure 2: Apple annual net sales by category (USD), 12 months ending December 2019 – 12 months ending December 2021
- ...but competition is cutting into Apple’s wearable tech revenue

MARKET FACTORS

- Purchasing power has increased as the Canadian economy recovers
Figure 3: Canadian unemployment rate, January 2019 – January 2022
Figure 4: Canadian household savings rate, Q1 2019 – Q4 2021
Figure 5: Canadian consume price index, January 2019 – January 2022
- 5G is largely deployed, but rollouts needed more awareness.
- Impact of COVID-19 on tech hardware
- Immediate impacts (2020)
- Short term (2021)
- Recovery (2022-25)

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

COMPETITIVE STRATEGIES

- **2021 innovations in digital hardware**
Figure 6: Samsung Galaxy Z Fold3 5G Instagram post, September 2021
Figure 7: Apple iPhone 13 Instagram post, January 2022
- **Apple released the MagSafe Battery Pack with some new innovative features**
- **Apple engaged Watch customers with “A Time to Walk”**
- **Samsung guns for Apple Watch with Google Watch OS partnership**
Figure 8: Samsung Instagram post, August 2021
- **Peloton took the first steps to safety with its new treadmill**
Figure 9: Peloton Tread Facebook post, August 2021
- **Tech hardware brands are doubling down on sustainability**

DIGITAL TECH: HARDWARE – FAST FACTS HARDWARE OWNERSHIP AND PURCHASES

- **Widely-owned tech continues to see minor growth**
Figure 10: Widespread tech ownership, November 2021 vs September 2020
- **Older consumers have shored up slowing smartphone growth**
Figure 11: Essential tech ownership (% change), by age, November 2021 vs September 2020
- **Brands continue to explore discounts and instalment plans to push smartphone sales**
Figure 12: Smartphone purchased during the pandemic, by age and income, 2022
Figure 13: Rogers Facebook post, November 2021
- **Parents have been key drivers for pandemic tech purchases**
Figure 14: Tech purchases made during the pandemic, by age of child at home, 2022
- **Video game console ownership and pandemic purchases rival tablets for younger consumers**
Figure 15: Tablet and video game console ownership, by age, 2022
- **Nearly half of Canadians own wireless headphones**
Figure 16: Wireless earbuds/headphone ownership, by age, 2022
- **There is a niche for smart speakers among older consumers**
Figure 17: Smart speaker ownership, 2021 vs 2020
- **Audio device ownership higher among tablet users**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 18: Audio device ownership, by smartphone and tablet ownership, 2022

SMART TECH'S ROLE IN HOME MAINTENANCE AND SECURITY

- Consumers are interested in smart tech for all aspects of home life**
- Security tech ownership is most prevalent, but interest is spread across all products**

Figure 19: Ownership and interest in buying new tech, 2022
- Toys or tools? A difference in gender perceptions of tech**

Figure 20: Reasons for new tech purchases: tools and toys (any rank), by age and gender, 2022
- Smart appliance ownership and interest still skews towards men**

Figure 21: Tech ownership, men vs women, 2022
Figure 22: Interest in tech, men vs women, 2022
Figure 23: Arlo outdoor camera Instagram post, August 2021
Figure 24: Arlo indoor camera Instagram post, May 2021
- Outdoor security cameras can be a good sell to lower- and middle-income Canadians**

Figure 25: Ownership and interest in security/safety tech, by household income, 2022
Figure 26: Ownership and interest in security/safety tech, Chinese and South Asian vs overall, 2022
- Security tech bundles are a good way to encourage increase ownership across product lines**

SMART TECHNOLOGY AND HEALTH

- Increased health capabilities translate to increased smartwatch ownership**

Figure 27: Smartwatch/fitness tracker ownership, by age, November 2021 vs September 2020
Figure 28: Fitbit Instagram post, January 2022
Figure 29: Smartwatch/fitness tracker ownership, by household income, 2022
- Older consumers are interested in personal health monitoring**

Figure 30: Samsung Canada, October 2021
Figure 31: Health tech purchase factors (any rank), by age, 2022
- Consumers are weighing the benefits of smart scales**

Figure 32: Ownership and interest of smart scales by age, November 2021

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 33: Zibrio Instagram post, October 2020

- **In the face of rotating lockdowns, young consumers are ‘locking down’ home fitness options**

Figure 34: Ownership and interest of smart scales, gym-goers vs overall, 2022

- **Smart tech can provide consumers with much-needed hygiene hijinks**

Figure 35: Ownership and interest of smart toothbrushes, by number of children at home, 2022

Figure 36: AGU Baby Instagram post, January 2022

TECH HARDWARE INNOVATION AND RETAILING

- **High brand loyalty means new avenues for differentiation**

Figure 37: Tech hardware features consumers would pay more for, 2022

Figure 38: “Higher product tiers within a brand” are worth paying more for, by age and household income, 2022

- **Camera quality is a key smartphone feature for younger consumers**

Figure 39: “Mobiles phones with a better camera” are worth paying more for, by age and gender, 2022

Figure 40: Apple iPhone 13 Pro Instagram post, January 2022

- **The future is green, but can green be gold?**

Figure 41: “Devices with eco-friendly production” are worth paying more for, by age and gender, 2022

Figure 42: “Devices with eco-friendly production” are worth paying more for, Chinese and South Asian Canadians vs overall, 2022

- **Major hurdles remain for widespread 5G adoption**

Figure 43: 5G status of smartphone users, 2022

Figure 44: “I don't have 5G, but expect to eventually (ie more than a year from now)”, by age and gender, 2022

Figure 45: “I don't know what 5G is”, by age and gender, 2022

- **5G isn't mind-control, but it would be a lot cooler if it was**

Figure 46: “I don't want 5G,” by age and income, 2022

- **Foldable smartphones will stay niche**

Figure 47: Smartphone ownership and interest, 2022

Figure 48: Samsung Fold3 BTS Instagram post, September 2021

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Consumer survey data
- Mintel Trend Drivers
- Abbreviations and terms
- Abbreviations

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.