

Home Electronics (Video/Audio) - Canada - January 2017

Report Price: £3239.54 | \$3995.00 | €3796.74

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"Home electronics manufacturers and brands operating in Canada are facing a changing environment of evolving preferences and demand. However, some segments have struggled to maintain relevancy. Furthermore, consumer attitudes indicate that they are performing research before purchasing a device, and thus will be more likely to be confident in the purchasing process."
- Andrew Zmijak, Research Analyst

This report looks at the following areas:

- Home theatre systems are losing presence in Canadian households
- Low prices are a major factor
- Consumers insist on performing research prior to purchase

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DID YOU KNOW?

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

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- Marketing the latest and greatest offers
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