

Laptops, Desktops and Tablets - Canada - April 2019

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This report looks at the following areas:

- Women are less inclined to consider most devices
- Parents want advanced features
- Desktops struggle to attract



"Most Canadians are considering the purchase of a laptop, desktop or tablet within the next year. This indicates a positive trajectory for the category considering most already personally own or have these devices in their households. The importance of upgrades and replacement within the category is thus going to act as a major motivating factor."

– **Andrew Zmijak, Research Analyst**

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- Younger groups and parents will assist growth
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- Canada’s rising population to propel category
- Younger cohorts and parents will help aid growth
- Work computers being used during off-work hours
- Diminished financial confidence to affect spending

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What's included

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

Did you know?

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