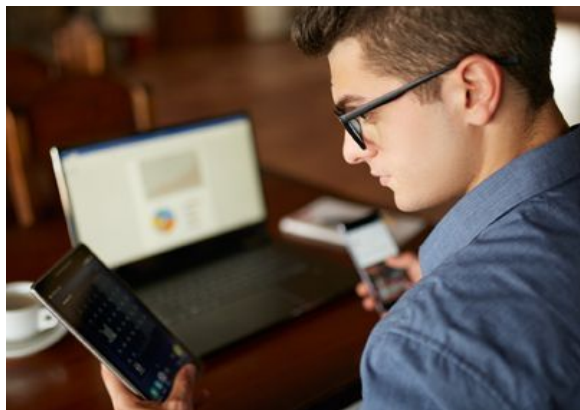


Laptops, Desktops and Tablets - Canada - April 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"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**

This report looks at the following areas:

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

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