

Televisions - Canada - January 2019

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Most have one or two TVs in their homes
- Most are not in a hurry to replace their TV
- Cost-effective solutions are vital

Opportunity exists for brands to expand sales by addressing motivational factors to upgrade to Ultra HD with price discounts and greater availability of channels in 4K being paramount. Additionally, key consumer sentiment reveals that it is important to research various models and brands before buying a new TV. Operators in the category face challenges such as competing on price, attracting younger cohorts who are more likely to watch video content on other devices, as well as tackling the TV replacement cycle as most would only replace their main TV if it stopped working.



"Most consumers have one-to-two televisions, with Samsung being the most commonly found brand of TV in Canadian households. The majority of consumers use a high definition TV, most often, in their homes, while a significantly smaller share utilizes an Ultra HD 4K TV."

Andrew Zmijak, Research Analyst

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What's included

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

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