

# Digital Trends: COVID-19 - Canada - October 2020

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:

Yet the industry is vulnerable, too. Consumers are prepared to make cuts to their tech spending if their budgets tighten and the surge in purchases in the spring means households are now well-equipped and not looking to spend more. Ultimately, this period of time will be a catalyst for the industry long term, but some brands could face a challenging interim if the Canadian economy struggles.

- Tech device purchases in the first three months of the pandemic
- New behaviours resulting from the pandemic and which ones are most likely to remain after it ends
- The unique opportunities and challenges faced by the digital content industry
- Tech-related budget cuts that consumers would make if they needed to reduce their spending



“In the first weeks of the pandemic, Mintel predicted that the digital tech industry would see an increase in demand as consumers spent more time at home. That did happen as expected, but there is now ample evidence to suggest that many of the behaviours sparked by the pandemic will become permanent habits.”

– **Scott Stewart, Senior Tech & Media Analyst**

## Buy this report now

Visit [store.mintel.com](https://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
- Definition

### EXECUTIVE SUMMARY

- Top takeaways
- Market overview
- Impact of COVID-19 on digital tech  
Figure 1: Short, medium and longer-term impact of COVID-19 on digital tech, October 2020
- Opportunities
- Tech’s relevance has jumped amid COVID-19, in both purchases and behaviours
- Cable/satellite TV has become uniquely valuable
- Tech’s health capabilities have been put into the spotlight
- Challenges
- The industry is vulnerable to future economic downturns
- The entertainment industry is facing multiple simultaneous challenges

### THE MARKET – KEY TAKEAWAYS

- Despite supply challenges, tech companies’ sales grow amid pandemic
- Re-emergence will be difficult, but more predictable than early 2020

### SEGMENT PERFORMANCE

- Revenues from big tech brands illustrate high digital sales  
Figure 2: Netflix North American average paying memberships per quarter, March 2018-June 2020  
Figure 3: Amazon revenues from subscription services, Q1 2019-Q2 2020

### MARKET FACTORS

- Disposable income is up, but driven by government funding  
Figure 4: Household disposable income, Q2 2019-Q2 2020  
Figure 5: Household income metrics, Q2 2019-Q2 2020
- Winter weather should increase demand for digital tech
- Supply chain issues impact content and hardware
- Canadians have become familiar with their pandemic lifestyle

### 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 6: Worried about pandemic's effect on lifestyle, March-September 2020

- Impact of COVID-19 on digital tech**

Figure 7: Short, medium and longer-term impact of COVID-19 on digital tech, October 2020

### COMPANIES AND BRANDS – KEY TAKEAWAYS

- Companies are trying to help consumers through the pandemic**
- Brands have had time to adapt products/services to a COVID-19 world**

### COMPETITIVE STRATEGIES

- Brands look to develop goodwill with consumers**  
Figure 8: Google Nest Twitter post, May 2020  
Figure 9: Bell Twitter post, March 2020
- Disney+ adjusts releases and viewing options**  
Figure 10: Disney Plus Instagram post, March 2020  
Figure 11: Disney Plus Instagram post, June 2020
- The newest Apple Watch can detect severe COVID-19 symptoms**  
Figure 12: Introducing Apple Watch Series 6 – It Already Does That, September 2020
- COVID-19 forced retailers to think digitally**  
Figure 13: Canadian Tire Twitter post, March 2020  
Figure 14: IKEA Canada Twitter post, May 2020

### THE CONSUMER – KEY TAKEAWAYS

- Purchases made due to COVID-19**
- New tech behaviours since start of pandemic**
- How households will adjust their budgets**
- Demand for entertainment content**
- An intersection of health and tech**

### PURCHASES MADE DUE TO COVID-19

- Nearly half of consumers have purchased tech since closures started**  
Figure 15: Tech purchases made since COVID-related closures, June 2020
- Smartphone sales struggle after COVID-19 lockdowns**
- A quarter bought tablets, personal computers or accessories**  
Figure 16: Tablet and computer purchases made since COVID-related closures, by age, June 2020

### 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 17: Tablet and computer purchases made since COVID-related closures, by children in household, June 2020

- **Video games succeeded with their key consumers**

Figure 18: Video game purchases made since COVID-related closures, by age and gender, June 2020

- **Personal audio helped create more personal space**

Figure 19: Personal audio purchases made since COVID-related closures, by household location, June 2020

- **Smart tech shows consumers were not looking to try new things**

### NEW TECH BEHAVIOURS SINCE START OF PANDEMIC

- **Tech became a more important part of consumers lives amid COVID-19**

Figure 20: Behaviour changes compared to life before COVID-19, June 2020

- **Online shopping became a necessary activity during the pandemic**

Figure 21: Online shopping more compared to life before COVID-19, by age, June 2020

Figure 22: Online shopping more compared to life before COVID-19, by age of children in household, June 2020

- **Anticipating how online shopping behaviour will change in the future**

Figure 23: Online shopping more compared to life before COVID-19, by concern about exposure to COVID-19, June 2020

Figure 24: eCommerce activities consumers expect to continue after restrictions are loosened, June 2020

- **Tech is keeping people connected with others**

Figure 25: Using video calls and social media more compared to life before COVID-19, by age, June 2020

Figure 26: Using video calls and social media more compared to life before COVID-19, by living location, June 2020

Figure 27: Stay in touch with Nest Hub Max, June 2020

- **Digital tech was a key source for entertainment**

Figure 28: Using entertainment more compared to life before COVID-19, by age, June 2020

- **Video games usage grew, but esports remains niche**

Figure 29: Playing video games more compared to life before COVID-19, by age and gender, June 2020

- **Minimal boost for esports during pro sports shutdown**

### 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](https://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.

### HOW HOUSEHOLDS WILL ADJUST THEIR BUDGETS

- Tech purchase frequency could soon slow down**  
Figure 30: Tech budget cuts, June 2020  
Figure 31: Tech budget cuts, by household income, June 2020  
Figure 32: Tech budget cuts, by outlook for personal finances over the next three months, June 2020
- Leveraging low-priced options to mitigate delayed upgrades**
- Some consumers will look to cut back on their monthly costs**  
Figure 33: Entertainment/telecom budget cuts, June 2020  
Figure 34: Entertainment/telecom budget cuts, by outlook on personal finances over the next three months, June 2020  
Figure 35: Entertainment/telecom budget cuts, by age, June 2020

### DEMAND FOR ENTERTAINMENT CONTENT

- Some consumers are actually running out of things to watch**  
Figure 36: I am running out of video content to watch, by subscription to traditional cable/satellite TV, June 2020  
Figure 37: I am running out of video content to watch, by age, June 2020  
Figure 38: Home is where Ignite TV is, November 2018
- Consumers signed up to access more content**  
Figure 39: Sign-ups since start of pandemic, by age, June 2020  
Figure 40: Sign-ups since start of pandemic, by household location, June 2020  
Figure 41: Sign-ups since start of pandemic, parents vs non-parents, June 2020  
Figure 42: Audible Twitter post, March 2020
- Consumers miss their pro sports and movie theatres**
- Pent-up demand drove a successful return for pro sports in Canada**  
Figure 43: Miss watching professional sports, by age and gender, June 2020
- Consumers miss movie theatres, but are hesitant to return**

### AN INTERSECTION OF HEALTH AND TECH

- Pandemic-specific behaviours have evolved in tech usage**  
Figure 44: Tech behaviours as a result of COVID-19 pandemic, June 2020  
Figure 45: Cleaning tech devices more than before COVID-19, by concern about exposure to COVID-19, June 2020

### 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 46: Tech21 Instagram post, May 2020

Figure 47: Verilux Instagram post, June 2020

- **Using remote connectivity to improve tracing and healthcare**

Figure 48: Canadian Digital Service Twitter post, July 2020

Figure 49: Usage of digital tech in tracing/healthcare, by concern about exposure to COVID-19, June 2020

- **Some consumers strived for personal betterment during the pandemic**

Figure 50: Health behaviour changes compared to life before COVID-19, June 2020

Figure 51: Introducing Apple Fitness+, September 2020

#### APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data
- Consumer qualitative research
- Mintel Trend Drivers
- Abbreviations and terms
- Abbreviations
- Terms

#### 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](https://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)**.