

Consumer Electronics in Canada

July 2023

Table of Contents

Consumer Electronics in Canada

EXECUTIVE SUMMARY

Consumer electronics in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer electronics?

MARKET DATA

Table 1 - Sales of Consumer Electronics by Category: Volume 2018-2023

Table 2 - Sales of Consumer Electronics by Category: Value 2018-2023

Table 3 - Sales of Consumer Electronics by Category: % Volume Growth 2018-2023

Table 4 - Sales of Consumer Electronics by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Consumer Electronics: % Volume 2019-2023

Table 6 - LBN Brand Shares of Consumer Electronics: % Volume 2020-2023

Table 7 - Distribution of Consumer Electronics by Channel: % Volume 2018-2023

Table 8 - Forecast Sales of Consumer Electronics by Category: Volume 2023-2028

Table 9 - Forecast Sales of Consumer Electronics by Category: Value 2023-2028

Table 10 - Forecast Sales of Consumer Electronics by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Consumer Electronics by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Computers and Peripherals in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Continued decline for computers and peripherals in 2023

Laptops see sluggish performance, despite continuation of hybrid working practices

Line between tablets and laptops continues to blur

PROSPECTS AND OPPORTUNITIES

Further decline predicted, despite boost from transition to Windows 11

Laptops will deliver strongest performance

Printers will continue to struggle, despite advances in technology

CATEGORY DATA

Table 12 - Sales of Computers and Peripherals by Category: Volume 2018-2023

Table 13 - Sales of Computers and Peripherals by Category: Value 2018-2023

Table 14 - Sales of Computers and Peripherals by Category: % Volume Growth 2018-2023

Table 15 - Sales of Computers and Peripherals by Category: % Value Growth 2018-2023

Table 16 - Sales of Computers by Category: Business Volume 2018-2023

Table 17 - Sales of Computers by Category: Business Value MSP 2018-2023

Table 18 - Sales of Computers by Category: Business Volume Growth 2018-2023

Table 19 - Sales of Computers by Category: Business Value MSP Growth 2018-2023

Table 20 - NBO Company Shares of Computers and Peripherals: % Volume 2019-2023

Table 21 - LBN Brand Shares of Computers and Peripherals: % Volume 2020-2023

Table 22 - Distribution of Computers and Peripherals by Channel: % Volume 2018-2023

Table 23 - Forecast Sales of Computers and Peripherals by Category: Volume 2023-2028

Table 24 - Forecast Sales of Computers and Peripherals by Category: Value 2023-2028
 Table 25 - Forecast Sales of Computers and Peripherals by Category: % Volume Growth 2023-2028
 Table 26 - Forecast Sales of Computers and Peripherals by Category: % Value Growth 2023-2028
 Table 27 - Forecast Sales of Computers by Category: Business Volume 2023-2028
 Table 28 - Forecast Sales of Computers by Category: Business Value MSP 2023-2028
 Table 29 - Forecast Sales of Computers by Category: Business Volume Growth 2023-2028
 Table 30 - Forecast Sales of Computers by Category: Business Value MSP Growth 2023-2028

[In-Car Entertainment in Canada](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Car industry challenges hamper sales in 2023
 Car subscriptions reduce demand for in-car entertainment products
 E-commerce remains key distribution channel, despite lifting of COVID-19 restrictions

PROSPECTS AND OPPORTUNITIES

High level of car ownership will continue to support demand
 Advanced built-in car ADAS technologies will reduce demand for in-car entertainment
 Rise of EVs could hamper sales

CATEGORY DATA

Table 31 - Sales of In-Car Entertainment by Category: Volume 2018-2023
 Table 32 - Sales of In-Car Entertainment by Category: Value 2018-2023
 Table 33 - Sales of In-Car Entertainment by Category: % Volume Growth 2018-2023
 Table 34 - Sales of In-Car Entertainment by Category: % Value Growth 2018-2023
 Table 35 - NBO Company Shares of In-Car Entertainment: % Volume 2019-2023
 Table 36 - LBN Brand Shares of In-Car Entertainment: % Volume 2020-2023
 Table 37 - Distribution of In-Car Entertainment by Channel: % Volume 2018-2023
 Table 38 - Forecast Sales of In-Car Entertainment by Category: Volume 2023-2028
 Table 39 - Forecast Sales of In-Car Entertainment by Category: Value 2023-2028
 Table 40 - Forecast Sales of In-Car Entertainment by Category: % Volume Growth 2023-2028
 Table 41 - Forecast Sales of In-Car Entertainment by Category: % Value Growth 2023-2028

[Home Audio and Cinema in Canada](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Audio separates suffer from transition to wireless speakers
 Soundbars benefit from sustained innovation
 Trend towards smaller housing units boosts sales of compact speaker designs

PROSPECTS AND OPPORTUNITIES

Further declines expected, thanks to convenience of wireless speakers and shift towards digital streaming
 Soundbars will make further gains
 Vinyl players make a comeback

CATEGORY DATA

Table 42 - Sales of Home Audio and Cinema by Category: Volume 2018-2023
 Table 43 - Sales of Home Audio and Cinema by Category: Value 2018-2023
 Table 44 - Sales of Home Audio and Cinema by Category: % Volume Growth 2018-2023
 Table 45 - Sales of Home Audio and Cinema by Category: % Value Growth 2018-2023

Table 46 - NBO Company Shares of Home Audio and Cinema: % Volume 2019-2023
 Table 47 - LBN Brand Shares of Home Audio and Cinema: % Volume 2020-2023
 Table 48 - Distribution of Home Audio and Cinema by Channel: % Volume 2019-2023
 Table 49 - Forecast Sales of Home Audio and Cinema by Category: Volume 2023-2028
 Table 50 - Forecast Sales of Home Audio and Cinema by Category: Value 2023-2028
 Table 51 - Forecast Sales of Home Audio and Cinema by Category: % Volume Growth 2023-2028
 Table 52 - Forecast Sales of Home Audio and Cinema by Category: % Value Growth 2023-2028

Home Video in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Televisions benefit from gradual return to discretionary spending
 OLED TVs lead growth
 Roll-out of faster internet speeds benefit smart TV sales

PROSPECTS AND OPPORTUNITIES

Falling prices of new technology will encourage consumers to upgrade their models
 OLED TVs will drive growth
 Roll-out of additional apps and services will ensure further expansion of smart TVs

CATEGORY DATA

Table 53 - Sales of Home Video by Category: Volume 2018-2023
 Table 54 - Sales of Home Video by Category: Value 2018-2023
 Table 55 - Sales of Home Video by Category: % Volume Growth 2018-2023
 Table 56 - Sales of Home Video by Category: % Value Growth 2018-2023
 Table 57 - Sales of LCD TVs by Network Connectivity: % Retail Volume 2018-2023
 Table 58 - NBO Company Shares of Home Video: % Volume 2019-2023
 Table 59 - LBN Brand Shares of Home Video: % Volume 2020-2023
 Table 60 - Distribution of Home Video by Channel: % Volume 2018-2023
 Table 61 - Forecast Sales of Home Video by Category: Volume 2023-2028
 Table 62 - Forecast Sales of Home Video by Category: Value 2023-2028
 Table 63 - Forecast Sales of Home Video by Category: % Volume Growth 2023-2028
 Table 64 - Forecast Sales of Home Video by Category: % Value Growth 2023-2028
 Table 65 - Forecast Sales of LCD TVs by Network Connectivity: % Retail Volume 2023-2028

Headphones in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

TWS earbuds lead growth in 2023
 Wide range of product offerings
 Sony's new earbuds promise better noise cancellation

PROSPECTS AND OPPORTUNITIES

Robust growth expected for TWS earbuds
 Sales of wireless headbands will benefit from technological innovations
 E-commerce will lead sales

CATEGORY DATA

Table 66 - Sales of Headphones by Category: Volume 2018-2023
 Table 67 - Sales of Headphones by Category: Value 2018-2023

Table 68 - Sales of Headphones by Category: % Volume Growth 2018-2023
 Table 69 - Sales of Headphones by Category: % Value Growth 2018-2023
 Table 70 - NBO Company Shares of Headphones: % Volume 2019-2023
 Table 71 - LBN Brand Shares of Headphones: % Volume 2020-2023
 Table 72 - Distribution of Headphones by Channel: % Volume 2018-2023
 Table 73 - Forecast Sales of Headphones by Category: Volume 2023-2028
 Table 74 - Forecast Sales of Headphones by Category: Value 2023-2028
 Table 75 - Forecast Sales of Headphones by Category: % Volume Growth 2023-2028
 Table 76 - Forecast Sales of Headphones by Category: % Value Growth 2023-2028

Imaging Devices in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Digital cameras continue to suffer from cannibalisation by smartphones
 Focus on serious users
 Rugged designs find their niche in digital camcorders

PROSPECTS AND OPPORTUNITIES

Focus on advanced amateurs and professionals
 Launch of offerings to appeal to social media generation
 Sustained demand from sports enthusiasts and investment in 8K technology will fail to halt decline of digital camcorders

CATEGORY DATA

Table 77 - Sales of Imaging Devices by Category: Volume 2018-2023
 Table 78 - Sales of Imaging Devices by Category: Value 2018-2023
 Table 79 - Sales of Imaging Devices by Category: % Volume Growth 2018-2023
 Table 80 - Sales of Imaging Devices by Category: % Value Growth 2018-2023
 Table 81 - NBO Company Shares of Imaging Devices: % Volume 2019-2023
 Table 82 - LBN Brand Shares of Imaging Devices: % Volume 2020-2023
 Table 83 - Distribution of Imaging Devices by Channel: % Volume 2018-2023
 Table 84 - Forecast Sales of Imaging Devices by Category: Volume 2023-2028
 Table 85 - Forecast Sales of Imaging Devices by Category: Value 2023-2028
 Table 86 - Forecast Sales of Imaging Devices by Category: % Volume Growth 2023-2028
 Table 87 - Forecast Sales of Imaging Devices by Category: % Value Growth 2023-2028

Mobile Phones in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers remain cautious about trading up to new devices
 Innovation from Samsung fails to drive growth
 Brands flex their sustainable practices

PROSPECTS AND OPPORTUNITIES

Only modest growth expected, as consumers remain content with existing features
 Roll-out of 5G networks will boost demand
 Samsung and Apple will shape future development

CATEGORY DATA

Table 88 - Sales of Mobile Phones by Category: Volume 2018-2023
 Table 89 - Sales of Mobile Phones by Category: Value 2018-2023

Table 90 - Sales of Mobile Phones by Category: % Volume Growth 2018-2023
 Table 91 - Sales of Mobile Phones by Category: % Value Growth 2018-2023
 Table 92 - Sales of Smartphones by Screen Size: % Retail Volume 2020-2023
 Table 93 - NBO Company Shares of Mobile Phones: % Volume 2019-2023
 Table 94 - LBN Brand Shares of Mobile Phones: % Volume 2020-2023
 Table 95 - Distribution of Mobile Phones by Channel: % Volume 2018-2023
 Table 96 - Forecast Sales of Mobile Phones by Category: Volume 2023-2028
 Table 97 - Forecast Sales of Mobile Phones by Category: Value 2023-2028
 Table 98 - Forecast Sales of Mobile Phones by Category: % Volume Growth 2023-2028
 Table 99 - Forecast Sales of Mobile Phones by Category: % Value Growth 2023-2028
 Table 100 - Forecast Sales of Smartphones by Screen Size: % Retail Volume 2023-2028

Portable Players in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Portable media players are increasingly viewed as redundant
 Wireless speakers lead growth in 2023, thanks to their convenience, portability and multifunctional capabilities
 E-readers continue to decline

PROSPECTS AND OPPORTUNITIES

Bright future for wireless speakers
 E-readers will continue to decline, despite manufacturer innovation
 E-commerce will continue as main distribution channel

CATEGORY DATA

Table 101 - Sales of Portable Players by Category: Volume 2018-2023
 Table 102 - Sales of Portable Players by Category: Value 2018-2023
 Table 103 - Sales of Portable Players by Category: % Volume Growth 2018-2023
 Table 104 - Sales of Portable Players by Category: % Value Growth 2018-2023
 Table 105 - NBO Company Shares of Portable Players: % Volume 2019-2023
 Table 106 - LBN Brand Shares of Portable Players: % Volume 2020-2023
 Table 107 - Distribution of Portable Players by Channel: % Volume 2018-2023
 Table 108 - Forecast Sales of Portable Players by Category: Volume 2023-2028
 Table 109 - Forecast Sales of Portable Players by Category: Value 2023-2028
 Table 110 - Forecast Sales of Portable Players by Category: % Volume Growth 2023-2028
 Table 111 - Forecast Sales of Portable Players by Category: % Value Growth 2023-2028

Wearable Electronics in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS

Smart wearables drive growth in 2023
 Health and wellness trend provides boost to sales
 Premium segment becomes more competitive

PROSPECTS AND OPPORTUNITIES

Smart wearables will continue to drive growth
 Market will become increasingly competitive, with domestic brands remaining focussed on specific niches
 Aging population may drive wearables growth during forecast period

CATEGORY DATA

Table 112 - Sales of Wearable Electronics by Category: Volume 2018-2023

Table 113 - Sales of Wearable Electronics by Category: Value 2018-2023

Table 114 - Sales of Wearable Electronics by Category: % Volume Growth 2018-2023

Table 115 - Sales of Wearable Electronics by Category: % Value Growth 2018-2023

Table 116 - NBO Company Shares of Wearable Electronics: % Volume 2019-2023

Table 117 - LBN Brand Shares of Wearable Electronics: % Volume 2020-2023

Table 118 - Distribution of Wearable Electronics by Channel: % Volume 2018-2023

Table 119 - Forecast Sales of Wearable Electronics by Category: Volume 2023-2028

Table 120 - Forecast Sales of Wearable Electronics by Category: Value 2023-2028

Table 121 - Forecast Sales of Wearable Electronics by Category: % Volume Growth 2023-2028

Table 122 - Forecast Sales of Wearable Electronics by Category: % Value Growth 2023-2028

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-electronics-in-canada/report.