

Mobile Phones in Canada

October 2022

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2022 DEVELOPMENTS

As consumers create and consume content more frequently, smartphone usage increases

Consumer smartphone sales volume increases slightly as brands release latest models

Apple retains brand loyalty

PROSPECTS AND OPPORTUNITIES

Growth in mobile gaming to drive increase in smartphone usage in forecast period

With high smartphone ownership rate, little room for growth in forecast period

Design choices may help to differentiate and attract consumers to alternative brands

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