



## MARKET OVERVIEW

- ◆ Canadians and Americans tend to have similar values, lifestyles, attitudes, habits and similar preferences for consumer electronics products.
- ◆ Brand name is not the top-purchasing driver for Canadian consumers. Pricing and product features are considered more important, according to recent studies.
- ◆ Canadians placed nearly 50 million on-line orders last year for goods and services totaling \$7.9 billion for personal/household consumption.
- ◆ In terms of dollar share, 39 per cent of all money spent in the home electronics category was at stores like Future Shop and Best Buy, down slightly from 42 per cent in 2005. Mass and discount retailers like Wal-Mart and Canadian Tire increased dollar share two per cent from 11 per cent in 2005 to 13 per cent in 2006.
- ◆ Digital cable television subscriptions rose 26% over the previous year as 3 out of 10 cable television subscribers sought digital television to complement the continuing growth of HD and digital technologies in consumer electronics.
- ◆ The ever-changing consumer electronics sector and the increasing consumer demands for state-of-the-art technologies hold great potential not only for existing industry giants but also for new entrants.

### MAJOR CONSUMER ELECTRONICS RETAILERS

The major national retailers of consumer electronics, with the exception of **Canadian Tire**, are American-owned.

**Best Buy Canada**  
**Future Shop (subsidiary of Best Buy)**  
**Wal-Mart**  
**The Source by Circuit City**  
**Canadian Tire**  
**Staples/Bureau en Gros**  
**Sears Canada**  
**Office Depot**

### HOT SELLERS

**MP3 Players**  
**DVD players/recorders**  
**Digital cameras**  
**Laptops and PCs**  
**TVs/HDTVs**  
**Video gaming systems**

## OTHER INFORMATION RESOURCES

- ◆ Statistics Canada, <http://www.statcan.ca>
- ◆ Strategis, <http://www.strategis.ic.gc.ca>
- ◆ Marketnews Magazine, <http://www.marketnews.ca>
- ◆ Hub Magazine, <http://www.hubcanada.com>
- ◆ NDP Group, <http://www.npd.com/>
- ◆ The Digital Domain, <http://www.thedigitaldomain.ca>
- ◆ Consumer Electronic Marketers of Canada, <http://www.electrofed.com/councils/CEMC/>

## THINK CANADA FIRST!

**When you think of exporting, Think Canada First!**

For further information on how to explore export opportunities in this market, contact Gina Barile, Consumer Electronics Specialist at the U.S. Commercial Service in Montreal, Ph: 514-908-3650, e-mail: [gina.barile@mail.doc.gov](mailto:gina.barile@mail.doc.gov)  
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