Overview
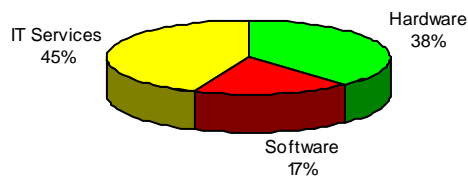
The Canadian computer hardware market represents 38% of the total Canadian Information Technology (IT) market. The hardware market stood at $15.5 billion in 2007. Over the next three years, growth is expected to average 3.5% annually, with sales reaching $16 billion by 2010.

**IT Market in Canada
US$40 billion in 2007**

IT Services 45%
Hardware 38%
Software 17%

Source: ICTC/IDC 2007

Hardware Sub-sectors

✓ "Single-user hardware" (refers to the personal computer sector PC market), is the largest sub-sector for the computer hardware sector, valued at $6.7 billion in 2007. Annual average growth rate is projected at 2.5% throughout 2010.

✓ "Other hardware category", which includes printers, handhelds, and other hardware-related items, is the second largest sub-sector in the hardware market. The spending in this sector was $5.4 billion in 2007. Average annual growth rate is projected at 4.9% throughout 2010.

Other Hardware 35%
Single-User Hardware 43%
Storage Hardware 9%
Multi-User hardware 13%
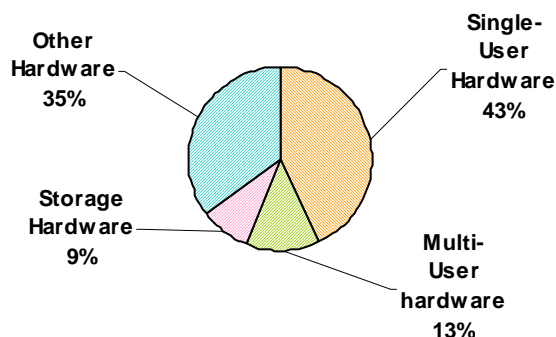
✓ The "multi-user hardware (server)" market was valued at $1.9 billion in 2007. Average annual growth rate is projected at 3.6% throughout 2010.

✓ "Storage hardware" is the smallest sub-sector in the hardware segment. This sector was valued at $1.37 billion during 2007. Annual average growth rate is projected at 2.1% throughout 2010.

Source: ICTC/IDC 2007

Opportunities in the Hardware market

✓ The PC market will remain the largest sub-sector of the computer hardware market. Of this segment, notebooks will have the largest share.

✓ For the multi-user hardware or server market, the volume server spending will be the key growth under this category.

✓ In the storage area, network attached storage and storage area networks will be the main growth areas.

✓ Overall, the hardware sector has many opportunities in the "Green IT", booming especially in power conserving technologies such as heat and lighting sensors, video conferencing devices and global positioning systems.

Source: ICTC/IDC 2007

Other Sources

U.S. Department of Commerce: Stefan Popescu
Canadian Advance Technology Alliance
www.cata.ca
Greater Toronto Marketing Alliance (GTMA)
www.greater.toronto.on.ca
IDC Canada www.idc.com
Information and Communications Technology Council (ICTC) www.ictc-ctic.ca
Industry Canada www.ic.gc.ca
Information Technology Association of Canada
www.itac.ca

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