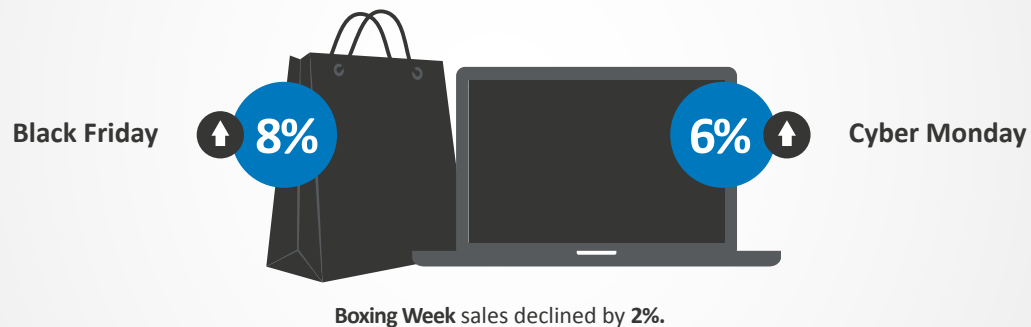


A Deeper Look into Canadian Holiday Tech Sales

While spending on consumer technology products during the six-week holiday season in 2017 showed modest growth of 1%, the real story was the continued shift away from Boxing Week and toward the Black Friday and Cyber Monday promotional periods. **See what we see . . .**

Year-over-year spending during the week of



Spending during Black Friday week, the industry's most important week, was 13% higher than during Boxing Week.



Cyber Monday week was the 3rd most important week of 2017, jumping ahead of the week leading into Christmas (#3 position in 2016).

Black Friday/Cyber Monday Category Highlights:



Televisions drove dollar growth for the week of Black Friday/Cyber Monday combined, compared to 2016. The category is typically the focus of holiday promotions thanks to expanded offerings and lower price points.



Wireless speakers and headphones were also top performers during Black Friday/Cyber Monday week.

With weekly data, you can zoom in on Canadian tech industry performance to gauge the impact of marketing campaigns, promotional programs, and advertising strategies during key selling weeks throughout the year.

Source: The NPD Group / Retail Tracking Service

Get more insights like this. Contact your NPD account representative, call +1 866-444-1411, or email contactnpd@npd.com.

