

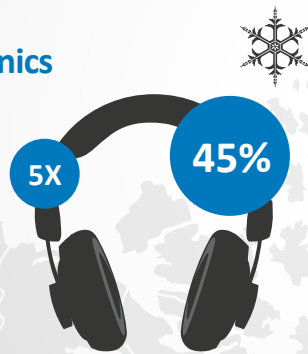
Unwrap City-Level Gift Trends for the Holidays

With city-level data and insights, you can uncover new opportunity areas, evaluate the changing competitive landscape, and refine your product offerings and marketing strategies — all in time for the holidays. **Here's a quick look at what we're seeing* . . .**

Consumer Electronics

Halifax or Saskatoon?

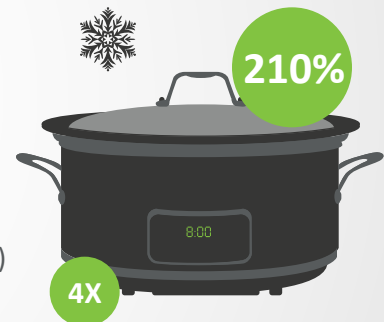
Looking at stereo headphones, the growth rate is **5 times as high in Halifax** (+45%) as it is in Saskatoon (+9%).



Home

Greater Toronto or Greater Montreal?

For multi-cookers, the growth is **4 times faster in the Greater Toronto area** (+210%) compared to Greater Montreal (+54%).



Toys

Greater Vancouver or Greater Calgary?

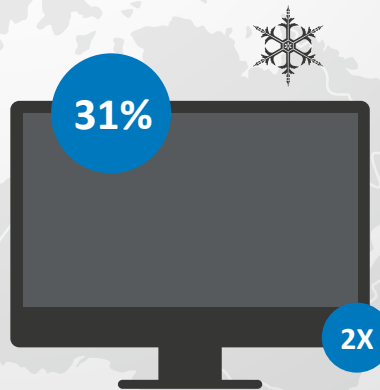
Looking at strategic trade card games, the growth rate is nearly **9 times higher in the Greater Vancouver area** (+17%) as it is in Greater Calgary (+2%).



Information Technology

Calgary or Laval?

For monitors, the growth is nearly **twice as fast in Calgary** (+31%) as it is in Laval (+16%).



See how product performance and competition differ across the country, and specifically between cities. City-level detail for Canada's technology and toy industries can make the difference for you this holiday season.

Source: The NPD Group/Retail Tracking Service, YTD September 2017 vs. last year
*All rate figures reference dollar growth.

Learn more about technology trends in Canada. Contact The NPD Group at 866-444-1411 or email contactnpd@npd.com.

