



Euromonitor
International

Mobile Phones in Canada

August 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Mobile phone sales in Canada rise amid growing smartphone adoption
Apple Canada and Samsung Electronics Canada lead, while the share of others expands
Retail e-commerce leads mobile phone sales, while in-store retail gains ground in 2025

PROSPECTS AND OPPORTUNITIES

Mobile phone sales are set to rise, driven by demand for smartphones and expanding network coverage
AI improvements will continue to lead innovations within smartphones
Sustainability within mobile phones will continue to rise over the forecast period

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Consumer Electronics in Canada - Industry Overview

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