



Canada: The Audio Visual Equipment Sector

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The Canadian audio visual equipment industry offers many opportunities for U.S. companies who wish to export to Canada. As one of the fastest growing sectors worldwide, it generates more than US\$91B a year globally, and is estimated to reach revenues of US\$114B by 2016. The Canadian audio visual equipment sector is growing, although more gradually than the global rate. In 2014, Canada imported US\$14.7B and exported US\$6.2B of A/V equipment. Organizations such as private corporations, educational institutions and government agencies form the largest consumers of audiovisual equipment in Canada. As one of Canada's top commercial partners, the United States highly contributes to the sector's prosperity.

Audio and Video Equipment (A/V)

Although revenue is decreasing in the Canadian A/V equipment industry, demand is expected to increase over the next 5 years. This is because the industry is suffering from a lack of investment in R&D, and therefore relying more on trade. In 2014, exports accounted for approximately 45% of the industry revenue. More than 85% of the industry imports originate from China (39%), Mexico (33%), and the United States (15%), representing \$4.11B in revenue. Competition within this market is very high, as there are a number of global companies who have well established markets. Canadian manufacturers only account for 10% of total revenue of the audio and video equipment industry.

Key drivers for 2015 will be imaging technologies including multi-touch screens and digital signage. Speakers will also be in large demand, especially Hi-Fi technology, as the demand for high quality sound continues to rise. Wireless multi-room streaming will gain popularity with loudspeaker connections and wearable devices. Most notably, drones are set to take over the video sector for 2015, as they will become the hottest technology on the market.

Live Events and Conferencing Equipment

The live event promotion industry has increasingly adapted digital technology to drive revenue. In 2015, industry revenue is projected to grow by 0.9% and reach \$2.5B. Increased consumer disposable income and higher corporate profit are expected to drive this growth, as well as the increased demand for high-profile events in Canada. This complementary industry will have a major impact on the live event and conferencing equipment industry. Key drivers in this market include the latest in high-resolution technology (4K resolution) and video mapping and gesture media. Although it is not a new technology, 3D projection will continue to gain in popularity through 2015 and will allow event producers to create unique content to excite and thrill audiences.

Digital Signage Equipment

Over the next 5 years, the revenue for this market segment is expected to increase by 3-4% per year. Drivers for this market will be digital signage equipment and interactive displays. LED displays are still very trendy and will continue to grow, especially through video walls and lampless projection. Canadian companies that provide billboards and transit advertising will be key purchasers in 2015. One of the prospects for 2015 includes interactive displays.

For More Information

The U.S. Commercial Service in Ottawa, Canada can be contacted via e-mail at: Tracey.Ford@trade.gov; Phone: 613-688-5406; Fax: 613-238-5999; or visit our website: www.buyusa.gov/Canada.