

# Dyson Canada in Consumer Appliances (Canada)

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## Abstracts

Dyson Canada continues to lead the high-end, premium segment in vacuums, although with technology and modern design becoming more accessible through other brands and manufacturers, Dyson is feeling the pressure of competitive models at lower price points. The company placed its products on price promotion in 2013 for the first time, effectively ending the “no discount” position of Dyson and indicating that the brand may not have an indestructible aspirational appeal.

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