

# GROWING E-COMMERCE IN CANADA

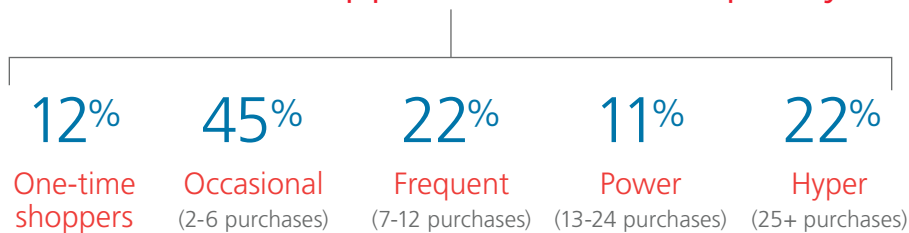
A new market leading research study from Canada Post can help you understand what's driving e-commerce growth in Canada.

Some 5,000 online shoppers in Canada shared their behaviours and opinions in an online survey. The findings reveal the state of the Canadian market and the changing mindset of the online shopper. This translates into meaningful insights for any e-commerce retailer or marketer looking to better understand and grow its shopper base and capture a greater share of the expanding e-commerce market.

## THE CANADIAN SHOPPER BASE IS GROWING AND MATURING

# 80%

of Canadians shopped online in the past year



## WHAT ARE THE KEY DRIVERS OF THE GROWTH IN CANADIAN E-COMMERCE?

Channel shift

# 39%



of online shoppers **spent half or more of their total spending online** rather than in-store in 2015

The intent to purchase more online

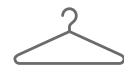
# 36%



of online shoppers plan to **make more online purchases** in the coming year

## WHAT'S IN THE CART?

Top five product categories  
(% of shoppers purchasing online)



Apparel, accessories

# 45%



Books, music, videos

# 39%



Consumer electronics

# 36%



Toys, games, hobbies

# 30%



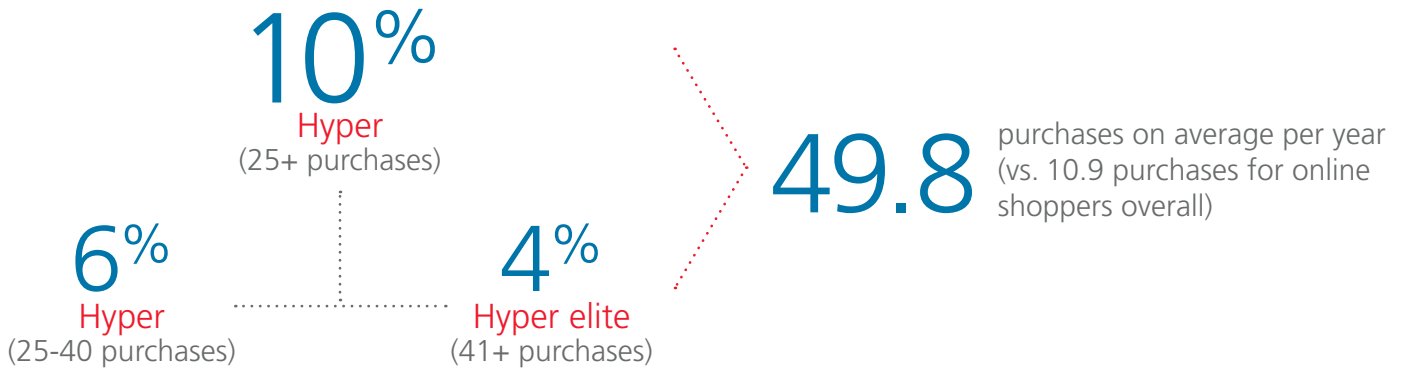
Health, beauty

# 27%



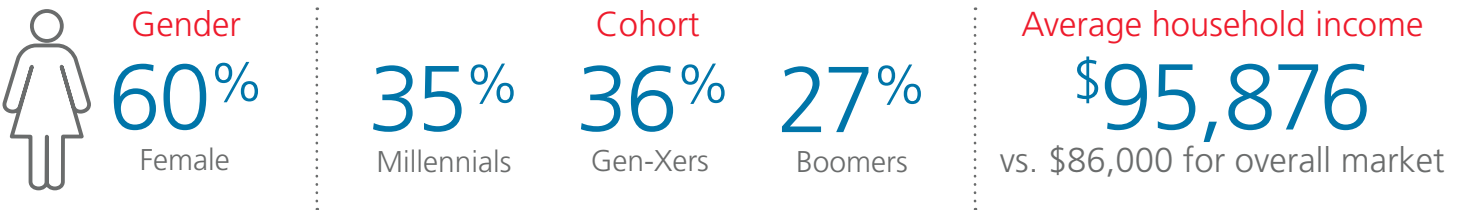
# CANADIAN HYPER SHOPPERS

## OF CANADIANS SHOPPING ONLINE



## WHO ARE HYPER SHOPPERS?

### SNAPSHOT



## WHAT KEY SEGMENTS ARE DRIVING GROWTH?

### Millennials (aged 18-34):

- 31% say customer **ratings and reviews** drive their online purchases
- 20% compare **ALL-IN costs** (product, shipping, taxes) across retailers prior to purchase
- 34% say if they had a **bad delivery experience**, they'd never shop at that retailer again

### Gen-Xers (aged 35-49):

- 31% **have purchased across** multiple product categories (4+)
- 54% **are price sensitive** – most likely to top up their cart to get free shipping
- 18% **abandon a cart** because the delivery time presented at checkout was longer than expected

To learn more about e-commerce in Canada, talk to a Canada Post **e-commerce expert** at [canadapost.ca/eshopperconnect](http://canadapost.ca/eshopperconnect).



Delivering the Online World

