



The 2020 Canadian e-commerce report

What influences standout shopping experiences?

The latest research from Canada Post brings you the facts about e-commerce in Canada.

In 2019, we surveyed 5,000 Canadians who made online purchases in the last year, to find out what influences their decisions and what's important to them when shopping online. Here are some of their invaluable insights that will help grow a strong business.

The future growth in Canada looks bright

 **80%** of Canadians are clicking on the buy button

In 2023, Canadians will spend **\$108B** online, **67%** more than estimated for 2019

Frequent purchases continue



One time shoppers



Occasional (2-6 purchases)



Frequent (7-12 purchases)



Power (13-24 purchases)



Hyper (25-40 purchases)



Hyper Elite (41+ purchases)

What's in their cart?*



62% Clothing/apparel



31% Books



29% Beauty products



41% Computers and electronics



30% Footwear



23% House and garden

*% of Canadian shoppers who shopped online in the last year

Canadians are finding new channels to shop

Direct from manufacturer



26%

bought directly from a manufacturer in the last year

Social selling



46%

of online shoppers have visited a retailer website or app after receiving a social media ad

Marketplaces



75%

of shoppers have shopped from a marketplace

From surprise to convenience, new selling models are on the rise

Subscription boxes



11%

of online shoppers receive on average 2 subscription boxes

Recurring deliveries



8%

of online shoppers have a recurring delivery

Canadians plan to shop more in Canada



40%

of those who shopped in Canada plan on shopping more domestically in the coming year – **8% more** than 2018



8%

of those who cross-border shopped plan on purchasing more from cross-border retailers – a **14% decrease** over 2018

Key factors influencing choice of retailer



To learn more about e-commerce in Canada and for advice on where to focus your resources to grow your online business, contact a Canada Post e-commerce expert or get the full report at canadapost.ca/ecomevolution