

Clicks, carts & conversions in Canada



What today's online shoppers really want (and how to deliver)

Whether you already sell to this market or you want to expand across borders, these insights can help you meet local expectations, engage shoppers and grow your sales.

[Explore the full series of country reports and the Global E-Commerce Trends Report here.](#)

Key

↑ = Higher than global average

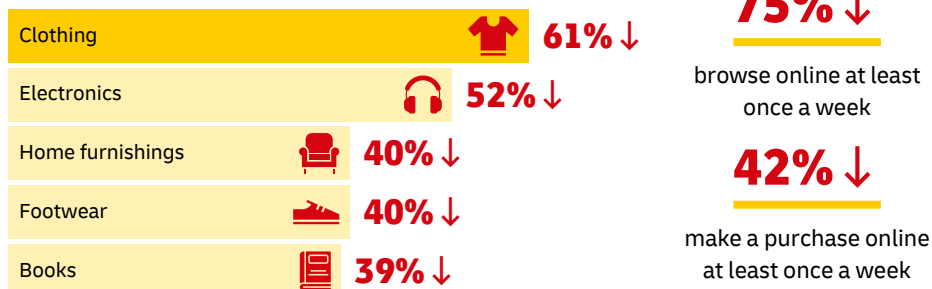
→ = Same as global average

↓ = Lower than global average

Unpacking the dynamic Canadian market



What do they buy?



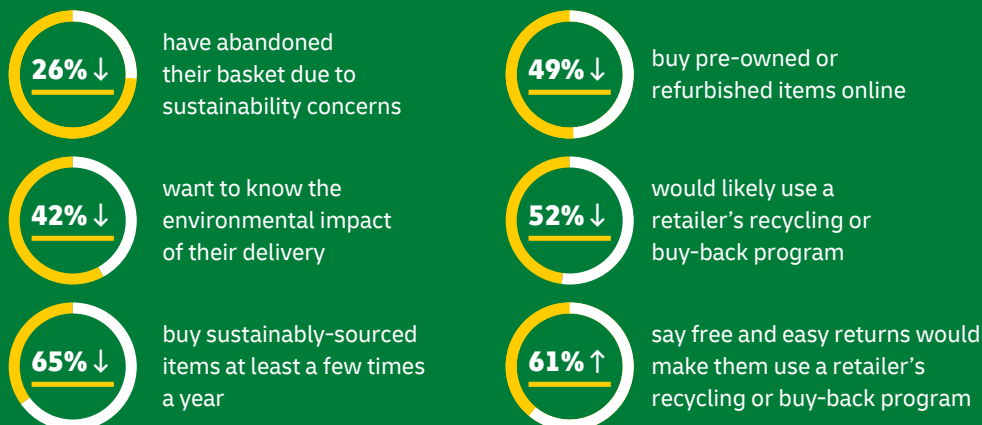
97% ↓ buy from marketplaces

Which ones do they buy from the most?

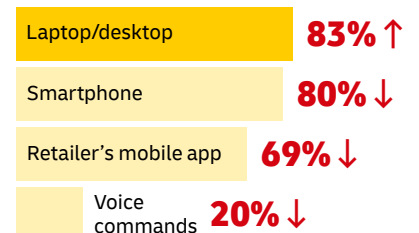


The shift to more sustainable choices

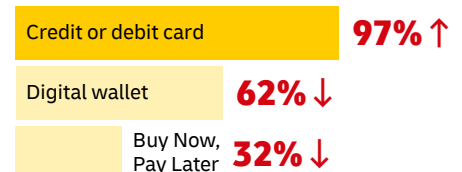
44% of Canadian shoppers say sustainability will become more important to them in the next five years.



What device do they use?



How do they pay?



Social shopping

1 in 2 Canadian shoppers have made a purchase on social media, and 54% say it could become their top shopping destination by 2030.



What are their delivery and returns expectations?

82%↑ of Canadian shoppers will abandon their basket if not offered their preferred delivery options, and 78%↓ if not offered their preferred returns options.

Delivery preferences

Home delivery **77%↑**

Parcel shop **8%↓**

Parcel locker **6%↓**

If they're not home to receive their parcel, they prefer to:

Change the delivery day **31%↑**

Redirect to a safe place **29%↑**

Redirect to a neighbor **15%→**

Returns preferences

Parcel shop **62%↑**

Home collection **26%↓**

Parcel locker **11%↓**

What are their return label preferences?

Label included in their parcel **55%↓**

Print-at-home label **25%↑**

Scan a QR code at drop off **20%↓**

69%↑

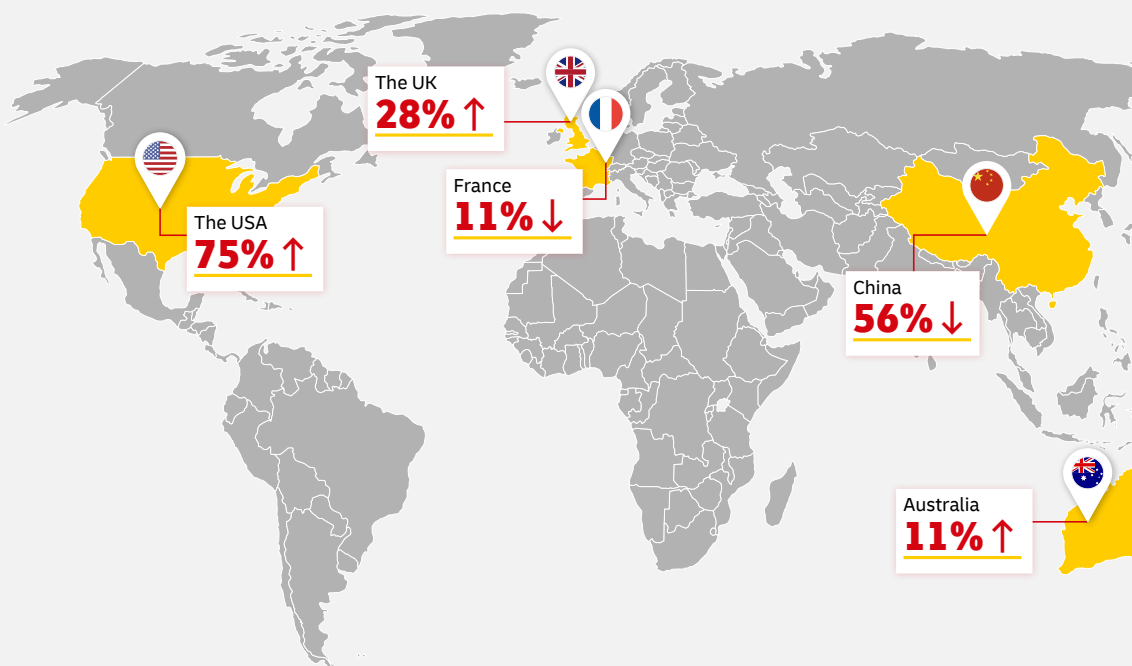
have returned an item to an online retailer

93%↓

return up to 30% of their purchases

34%↑ track and redirect their deliveries on the delivery provider's website.
29%↓ use the delivery provider's app.

Where does Canada buy from?



Who buys from Canada?



China



The USA



India

50%↑

buy from other countries as the product or brand isn't available in their country

49%↑

don't buy from other countries because of customs charges

63%↑

say free delivery would encourage them to buy cross-border

What does it take to win over Canadian shoppers?

48%↓

say long delivery times frustrate them

76%↑

say free delivery would improve their online shopping experience

3 in 4

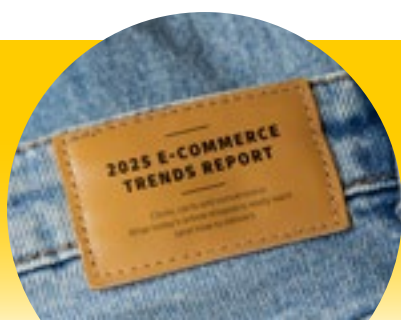
won't buy from an online retailer if they don't trust the delivery or returns provider

47%↑

have abandoned their basket because of unexpected customs charges

62%↑

mainly buy from online retailers that offer free returns



Unpack even more global insights...