

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.

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- ↑ = Higher than global average
- → = Same as global average
- ↓ = Lower than global average

Unpacking the dynamic Canadian market

81% ↑

Black Friday shoppers **₽ 59%** ↓

Social shoppers

ॐ 57%↓

Sustainable shoppers

፮ 53%↓

Cross-border shoppers

<mark>å 49%↓</mark>

Refurbished and recycled shoppers

♣ 32% ↓

Subscription shoppers

What do they buy?



75%↓

browse online at least once a week

42% ↓

make a purchase online at least once a week

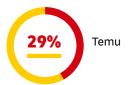


97% ↓ buy from marketplaces

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.



have abandoned their basket due to sustainability concerns



buy pre-owned or refurbished items online



want to know the environmental impact of their delivery

buy sustainably-sourced

items at least a few times



would likely use a retailer's recycling or buy-back program



say free and easy returns would make them use a retailer's recycling or buy-back program

What device do they use?

Laptop/desktop 83%↑

Smartphone 80%↓

Retailer's mobile app 69%↓

Voice commands 20%↓

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	How do thou nav2
	How do they pay?

Credit or debit card

Pigital wallet

Buy Now, Pay Later

Pay Later

97% ↑

62% ↓

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.

a vear

73%↓

say trends or viral products influence their buying decisions 49%↓

are interested or somewhat interested in live-streamed shopping events **61%**↓

say customer reviews on social media influence their buying decisions

What are their delivery and returns expectations?

82% \uparrow of Canadian shoppers will abandon their basket if not offered their preferred delivery options, and $78\% \downarrow$ if not offered their preferred returns options.

Delivery preferences



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

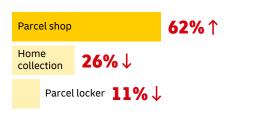
Change the delivery day

Redirect to a safe place

Redirect to a neighbor

Redirect to a neighbor

Returns preferences



What are their return label preferences?

Label including the three contracts and their parts		55%↓
	Print-at-home	label 25% ↑
S	can a QR code t 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.

Who buys from Canada?



China



The USA



India

50% ↑

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

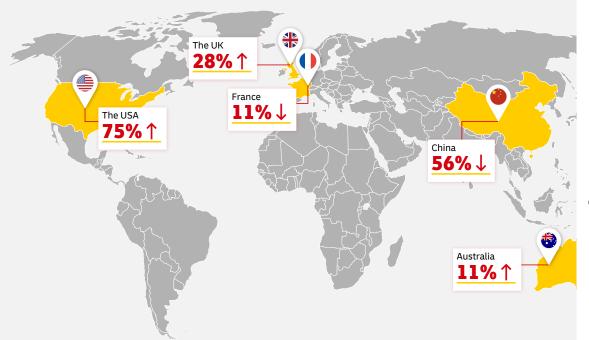
49% ↑

don't buy from other countries because of customs charges

63%↑

say free delivery would encourage them to buy cross-border

Where does Canada buy from?



What does it to take to win over Canadian shoppers?

48%↓

76%↑

3 in 4

47%↑

62%↑

say long delivery times frustrate them

say free delivery would improve their online shopping experience won't buy from an online retailer if they don't trust the delivery or returns provider have abandoned their basket because of unexpected customs charges mainly buy from online retailers that offer free returns



Unpack even more global insights...