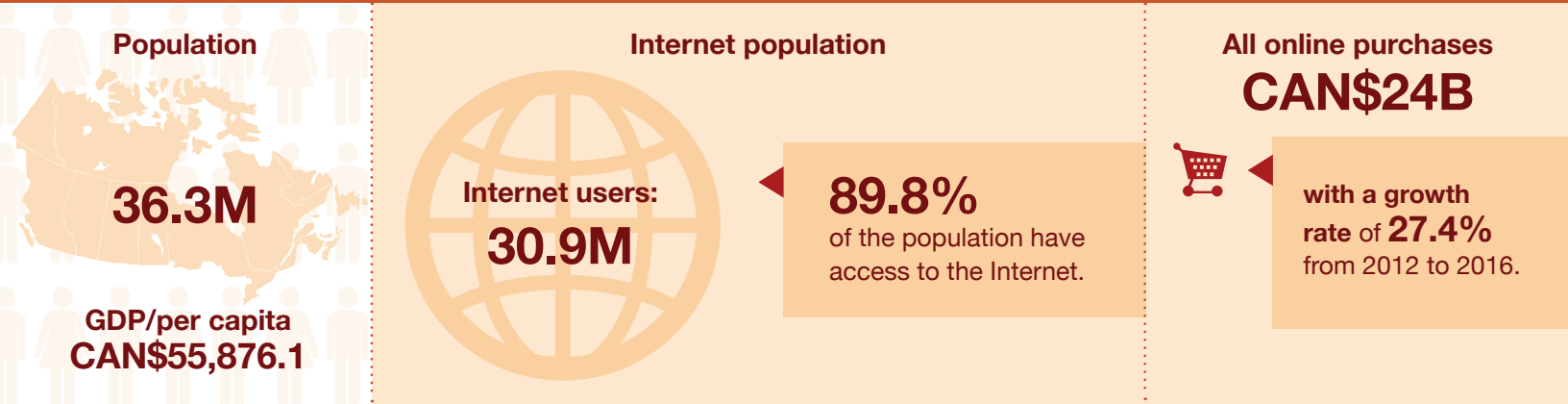




AN OVERVIEW OF E-COMMERCE TRENDS IN CANADA

BASIC ELEMENTS TO CONSIDER FOR SMALL AND MEDIUM-SIZED ENTERPRISES (SMES)
DOING BUSINESS IN CANADA VIA E-COMMERCE CHANNELS

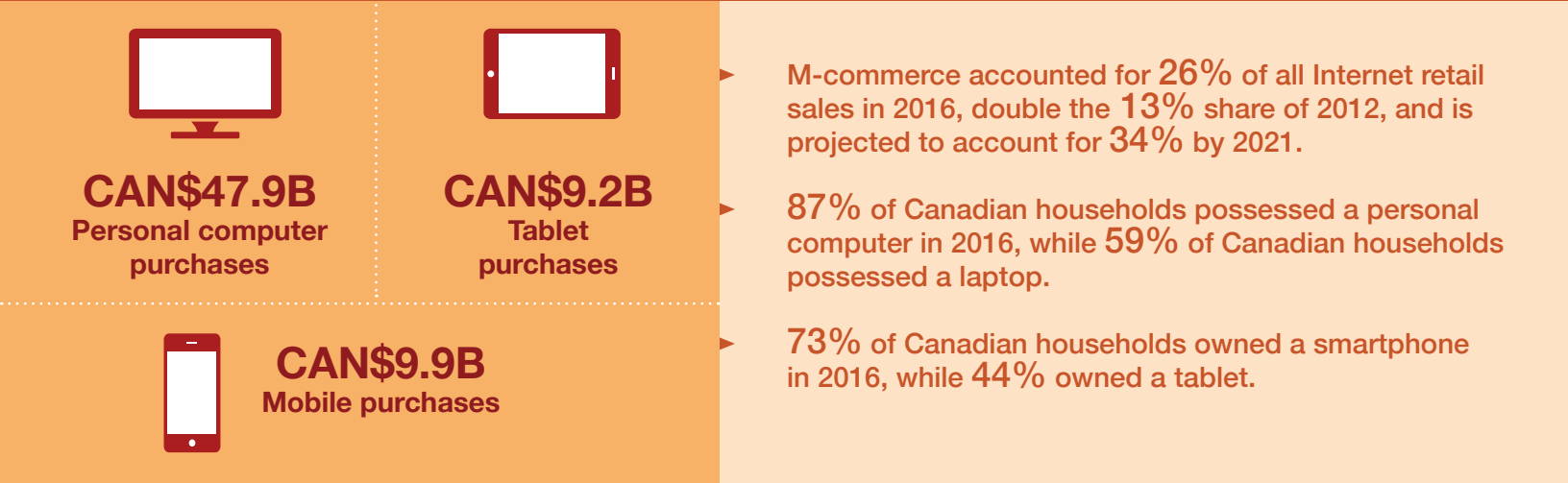
QUICK FACTS



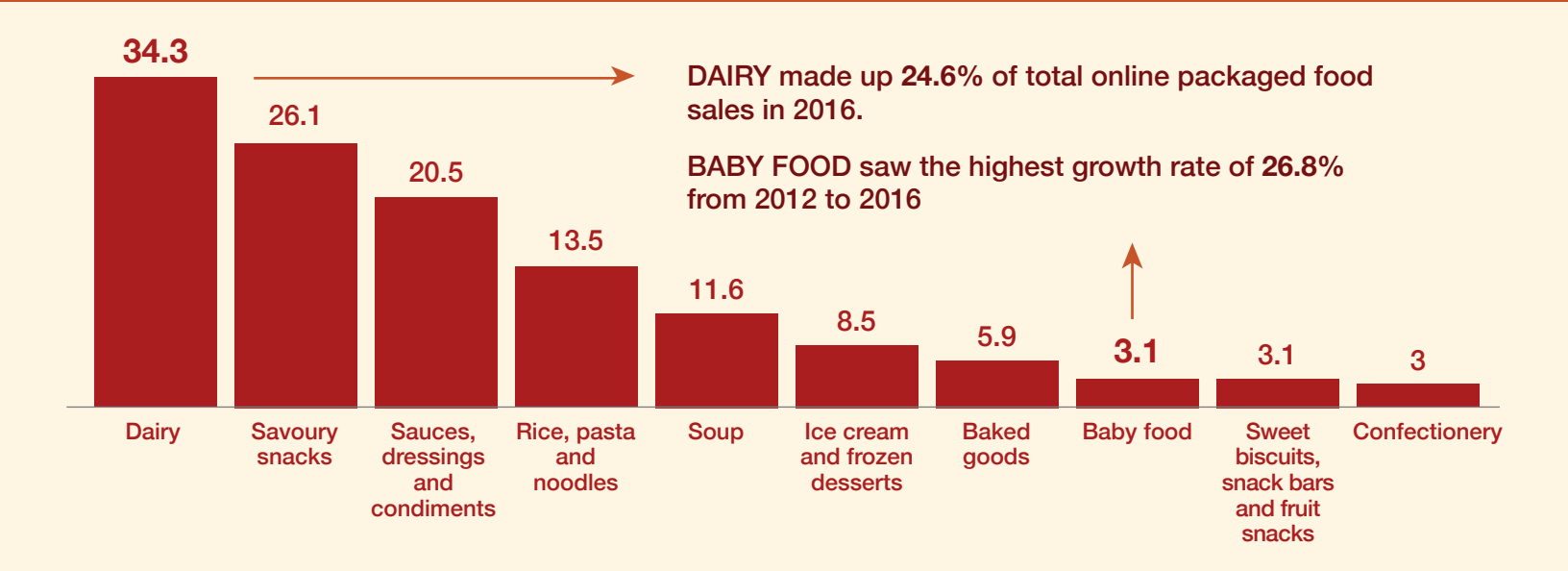
CONSUMER SPENDING



TOP DEVICES USED FOR MAKING ONLINE PURCHASES 2016



TOP PACKAGED FOODS SOLD ONLINE 2016 C\$M



Agriculture and
Agri-Food Canada

Agriculture et
Agroalimentaire Canada

Canada

CANADIAN CUSTOMER BEHAVIOUR & TRENDS

Canadian consumers are starting to purchase more food and drink items online due to rising initiatives (i.e. click-and-collect strategies) that make it easier for consumers to shop online. This is an opportunity for Canadian SMEs and speciality retailers to sell more products online.



CANADIAN SHOPPERS WANT:

- Greater variety and selection of goods and services across different retailers.
- Convenience, time saving, and the ability to shop anywhere and anytime.
- Ability to see and compare prices on a wide selection of goods and services across different retailers.
- Stable and flexible delivery and shipping options.



Canadian consumers have high access to devices and internet subscriptions and are willing to shop online.

UNDERSTANDING CANADA’S ONLINE MARKETPLACE



- Retailers are developing mobile versions of their websites to further enhance the online shopping process for customers due to the high adoption of mobile devices.
- Brand-specific apps are heavily used as a component of loyalty-based marketing strategies.
- The omni-channel retailing model is expected to increasingly become the norm, with consumers being able to take advantage of the benefits of both online and offline platforms simultaneously.
- Top Internet retailers in Canada include a mix of both omni-channel and Internet retailing pure players.
- Credit and debit cards are the most popular method of payment.
- Canada has a high acceptance of non-cash and contactless payment (i.e. tap-and-go debit and credit cards).
- 75% of major retailers in Canada accept contactless payments.
- Much growth in the food and drink Internet retailing is expected to come from speciality retailers, such as Davids Tea.

CANADA’S TOP ONLINE RETAILERS* C\$M



AMAZON saw the highest sales in Internet retailing with a growth rate of **9.2%** from 2012 to 2016. **WalMart** saw the most dynamic growth in Internet retail sales with a growth rate of **56.9%** from 2012 to 2016 due to initiatives such as its “click-and-collect” program (Grab & Go).

***Note:** Only includes top retailers that sell groceries online.
Data represents total e-commerce sales (i.e. food and other products).

Source: Euromonitor International, 2017.

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