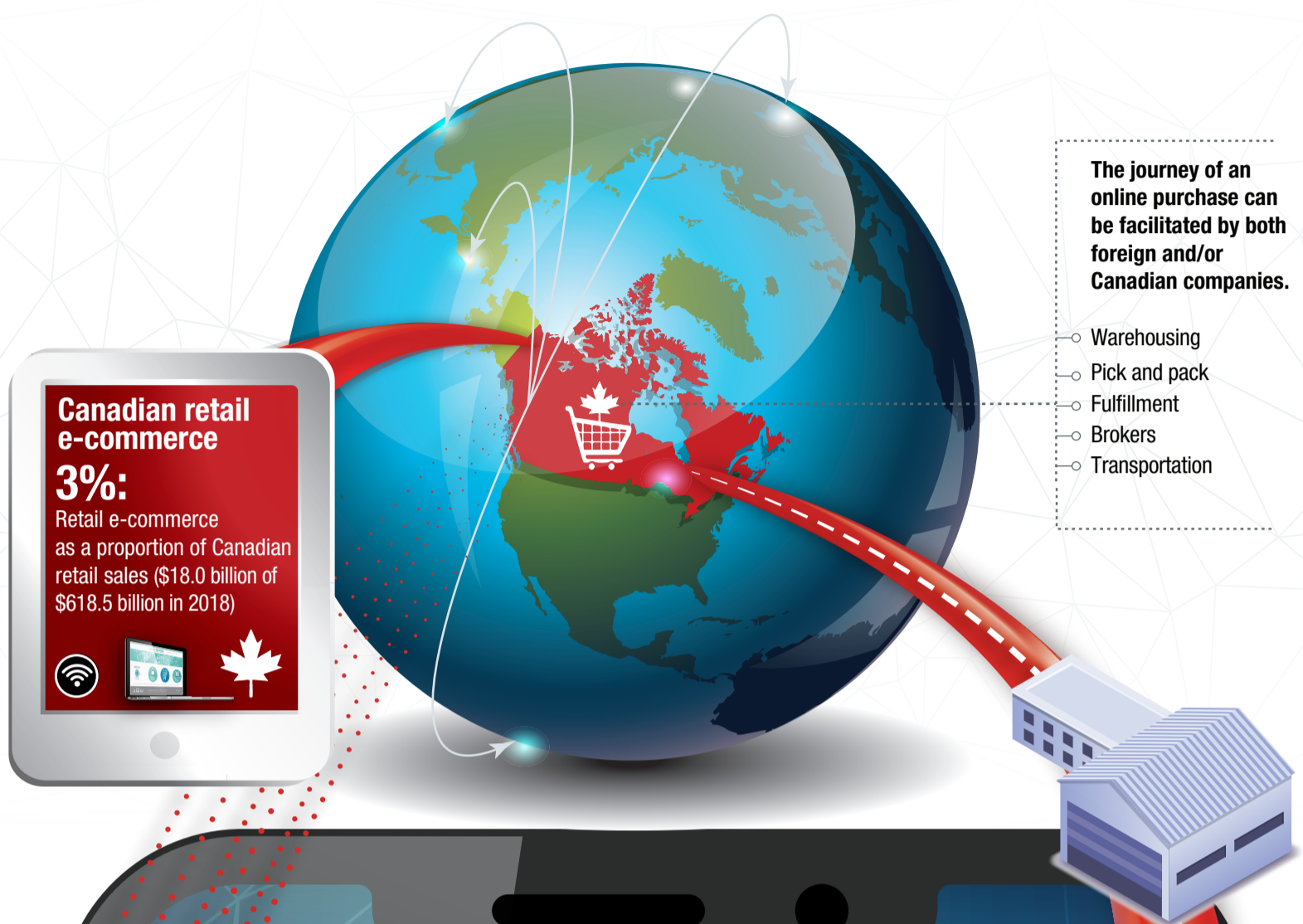


Canadian e-commerce

Measuring domestic vs. cross-border e-commerce



E-commerce in other Canadian industries¹

42%
Software publishers

13%
Spectator sports

33%
Automotive equipment rental and leasing

22%
Travel arrangements

27%
Traveller accommodation

3%
Food and drink services

\$XX:

Purchases made by Canadian consumers from **foreign** companies are not part of Statistics Canada's e-commerce figures shown here.²

When Canadians make online purchases from **foreign** companies—many other companies—both Canadian and foreign, may participate in the fulfillment of those orders.

¹ Percentages of total operating revenue, reference year, 2017.

² For more information about online spending by Canadians, please consult the Canadian Internet Use Survey.

Sources: Monthly Retail Trade Survey and Annual Surveys of Service Industries.