

5 Fast Facts: Online Shopping in Canada

In Canada, retailers and brands have had to take a hard look at their e-commerce strategies amid lengthy restrictions and lockdowns. During this period of retail recovery, do you have a grasp on the entire customer journey so you can confidently shape your channel strategy? **Get a glimpse of what consumers in Canada are saying ...**

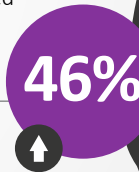
50% say they will not proceed with an online purchase if shipping is not free.



32% say they find video content on social media more helpful to purchase decisions than images or text.

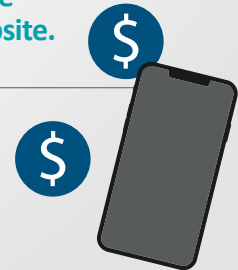


Amazon Prime membership in Canada has had its lowest penetration among Boomers, but it has increased from 26% in 2019 to 46% in 2021.



58% of online shoppers in Canada have purchased directly from a brand's website.

People still have major concerns about shopping the "marketplaces" offered on major platforms.



What does the path to purchase look like during this still-uncertain time? The just-released edition of our **E-commerce Channel Report** can help you understand the intersection of online and in-store consumer behaviours so you can fine-tune your e-commerce strategy.

Source: The NPD Group/E-commerce Channel Report, 11th edition

Get more insights like this. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

