

5 E-commerce Trends: Unlock Growth in Canada

Online shopping grew over the past few years, and e-commerce remains a popular channel. But shifting behaviours and the desire for social interaction, touch, and feel will continue to drive people back into stores in retail's next phase. **Here is what you need to know about Canadian consumers' purchase path to maintain your online sales growth.**



Get more insights straight from Canadian consumers to uncover the how and why behind their purchases. Our **E-commerce Channel Report** helps you understand the intersection of online and in-store consumer behaviours to shape your e-commerce strategy.

Source: The NPD Group/E-commerce Channel Report, 12th edition

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