

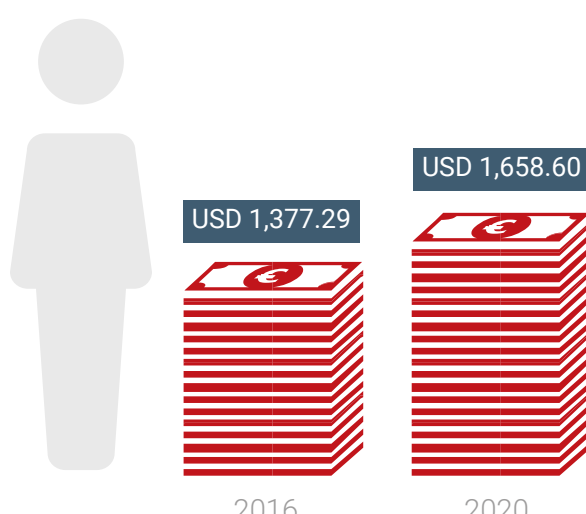
95% of 18-34 year olds in the Canada Market made an online purchase in 2015



Economy

Canada is the **21st richest country in the world** with a GDP of USD 58,625.

Total eCommerce market value of mUSD 25,263.

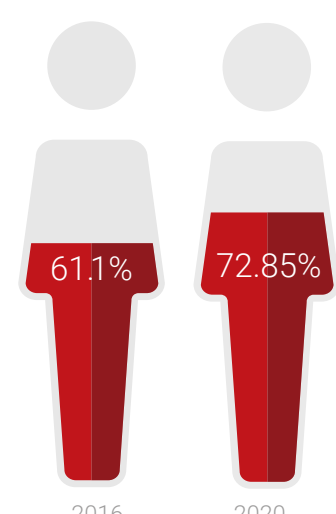


The current **revenue per user** is USD 1,377.29. Expected revenue per user is USD 1,658.60 by 2020.



Digital Buyer Penetration

Over 20% of Canadians shopped online at least **once a month** in 2015. 95% of Canadians between the ages of 18 - 34 years made an online purchase in 2015.



The **percentage of internet users** that will make an online purchase of physical goods is expected to grow from **61.1% in 2016** to **72.85% by 2020**.

USERS BY AGE GROUP AND GENDER IN THE ECOMMERCE MARKET (IN MILLIONS IN 2016)



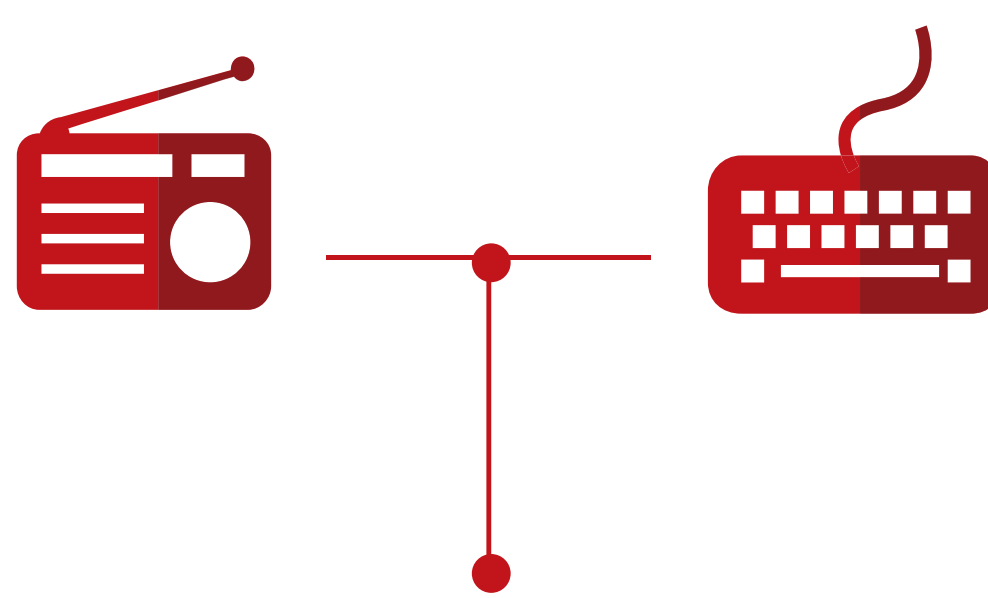
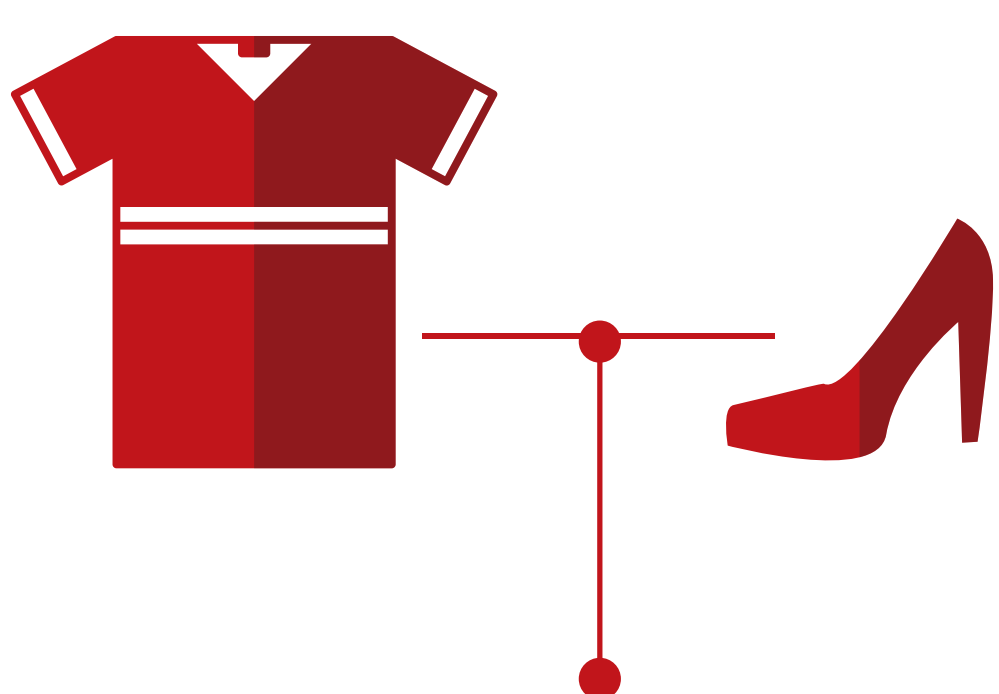
84% OF CANADIANS HAVE TRANSACTED ONLINE IN THE PAST YEAR.

Shopping Categories

2015 showed **growth** in the value and volume of the luxury goods market.

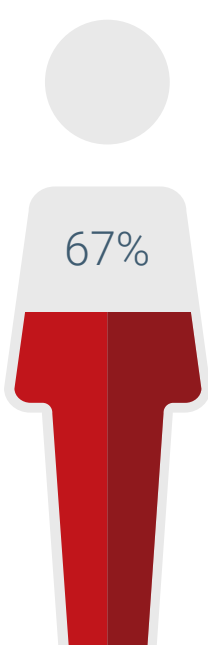
USD 7.7b REVENUE GENERATED BY CLOTHING AND ACCESSORIES IN 2016

USD 6.6b REVENUE GENERATED BY ELECTRONICS AND MEDIA IN 2016



Where do Canadians shop from?

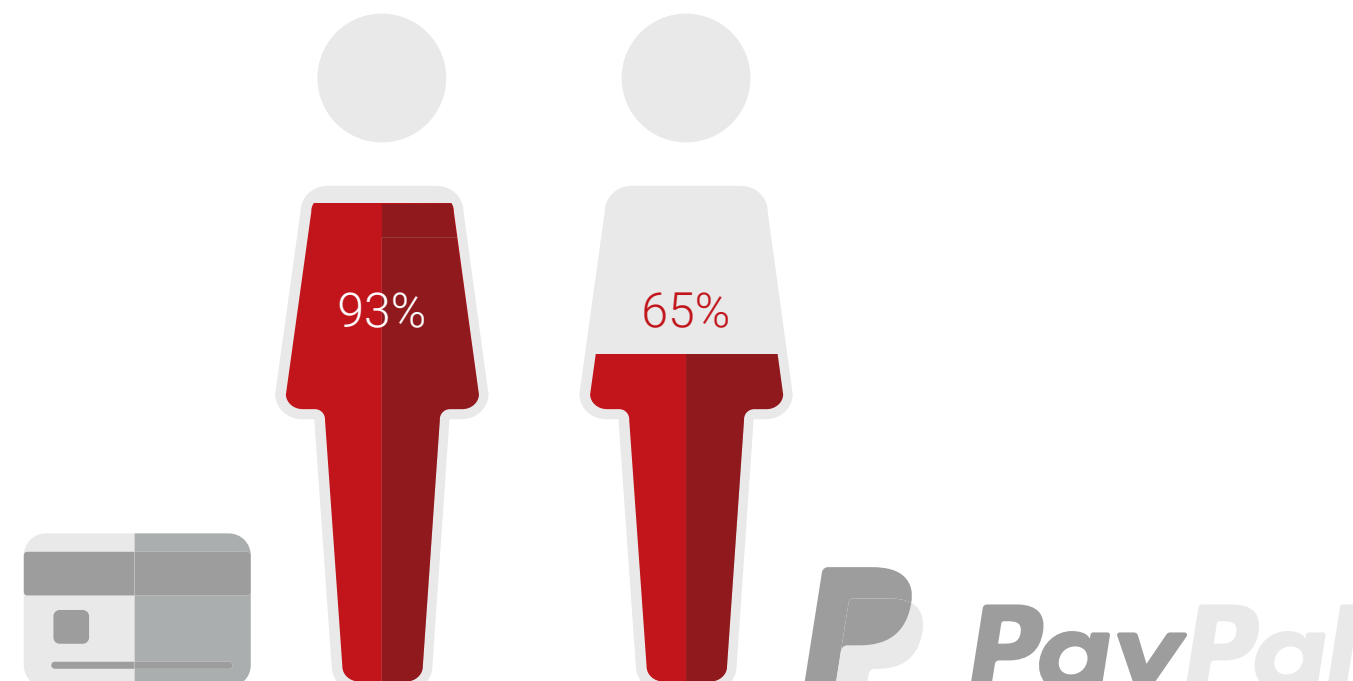
67% of online purchases are from overseas merchants, and Canada is the **12th largest importer** in the world.



Most imports come from the **United States**, with **China** also accounting for a large share of the market. Other major countries for imports are **Mexico**, **Germany** and **Japan**.



Preferred Online Payment Methods



Shipping & logistics

Canada has become a **leading gateway** to the world.



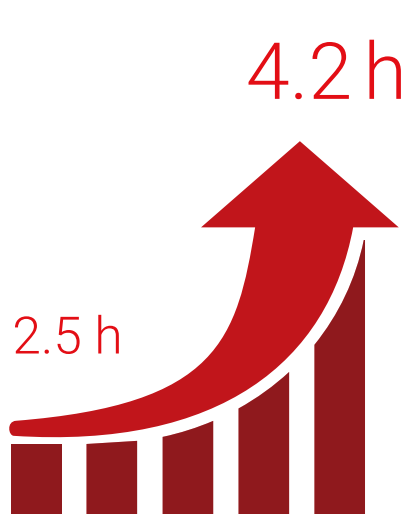
Excellent **water ports**, **railway systems**, and **top-quality road and highway infrastructure** are in place. Canada has positioned itself to support international logistics from Europe, North America and Asia.

Device Usage for Canada eCommerce

Canadians commonly price compare, shop 24/7 and prefer using a **personal computer**, rather than a mobile device.



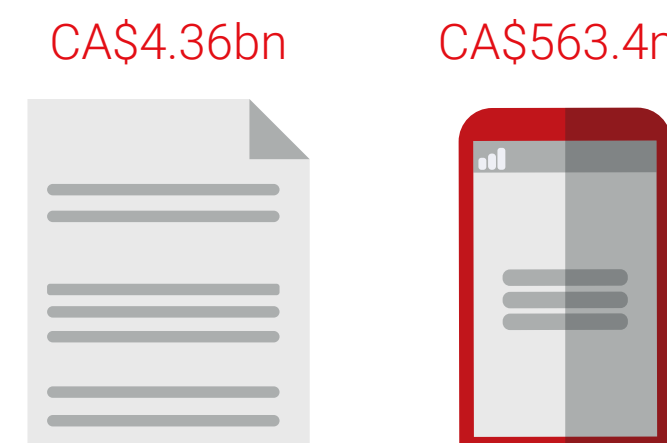
Marketing



In 2011 Canadians spent **2.5 hours a day** on digital media, and by 2015 this increased to **4.2 hours a day**.

SPENT ON ADVERTISING IN 2015

CA\$4.36bn (digital advertising)
CA\$563.4m (social network advertising)



PREFERRED SOCIAL MEDIA AND WEB PLATFORM USAGE AMONG YOUTHS IN CANADA



FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.