

Insights into the growth of Canadian eCommerce

Economy, online shopper profiles, logistics, payment methods and marketing

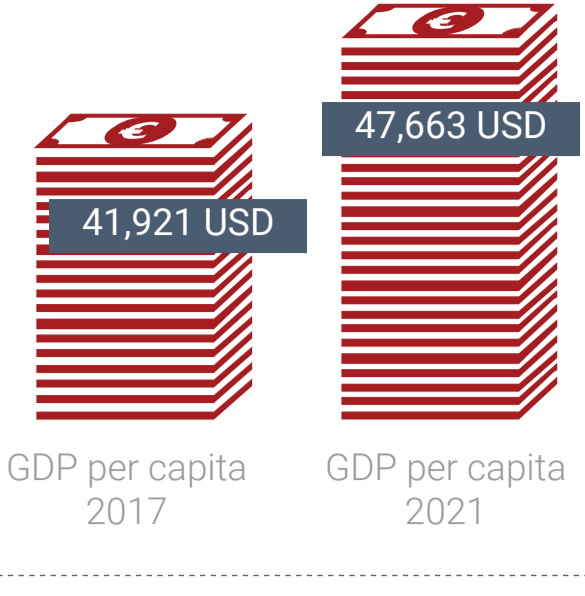


CANADA IS RANKED AS THE 17TH RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS

Economy

Home to 36.3 million people with a total GDP of 1.53 trillion USD.

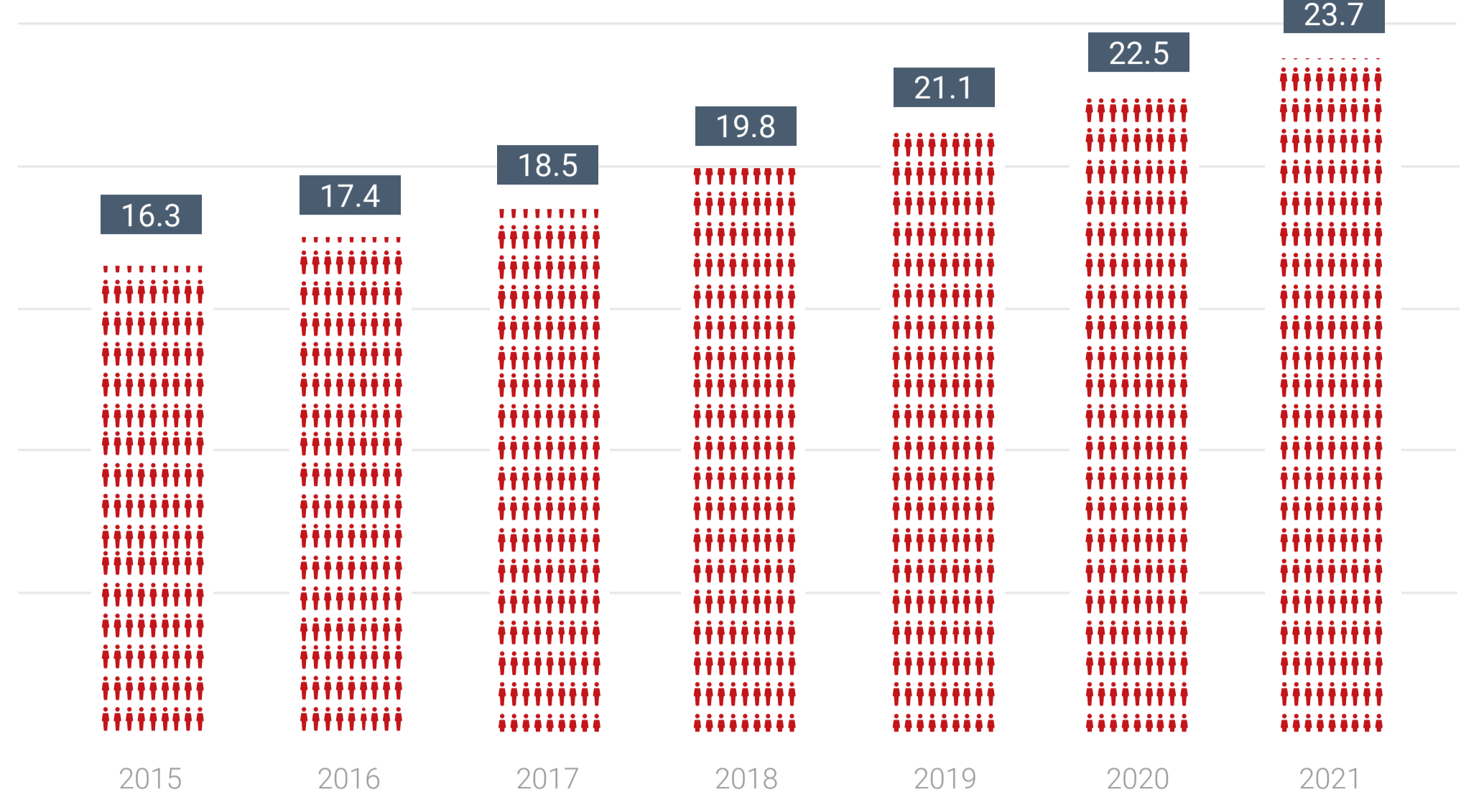
GDP per capita is currently 41,921 USD and expected to reach 47,663 USD by 2021.



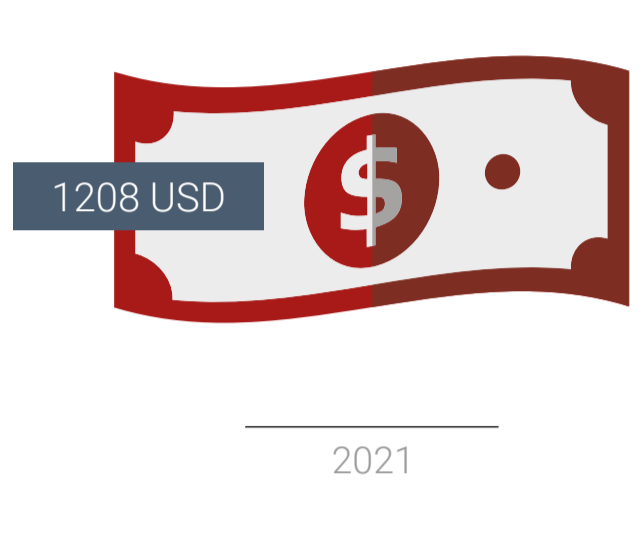
User Insights

There are currently 18.5 million eCommerce users in Canada, with an additional 5.21 million users to be shopping online by 2021.

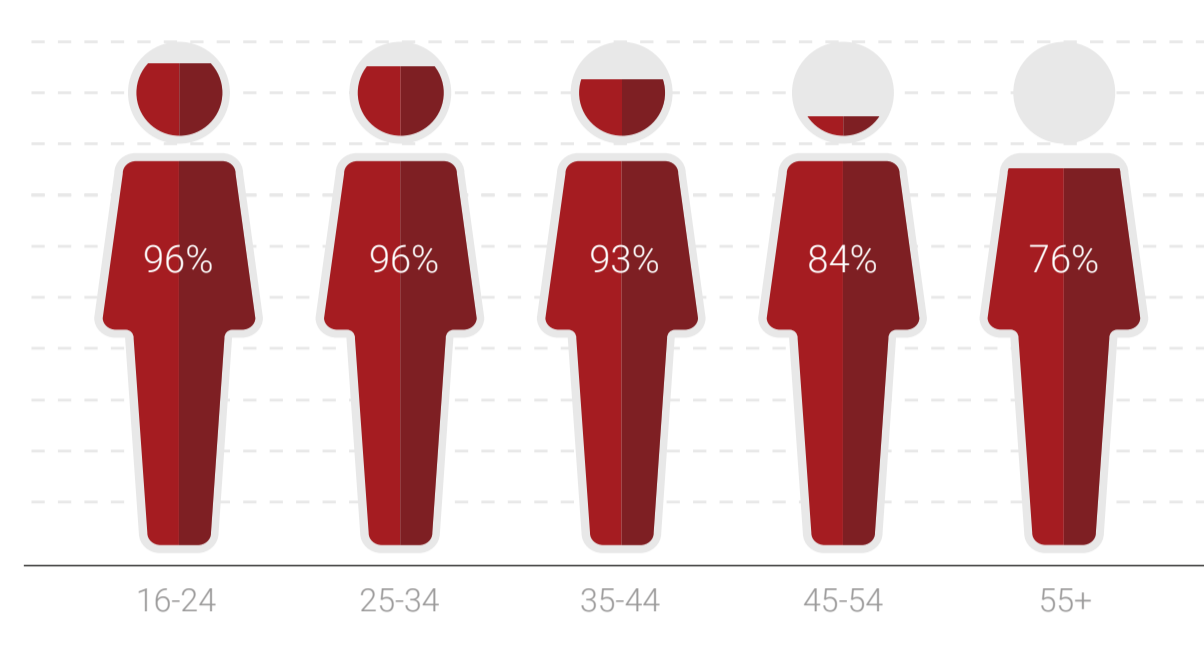
NUMBER OF USERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE



DAILY INTERNET USAGE RATE BY AGE GROUPS IN 2017



Shopping Categories

Total eCommerce revenue across all product categories is 20.16 billion USD, expected to reach 28.7 billion USD by 2021.

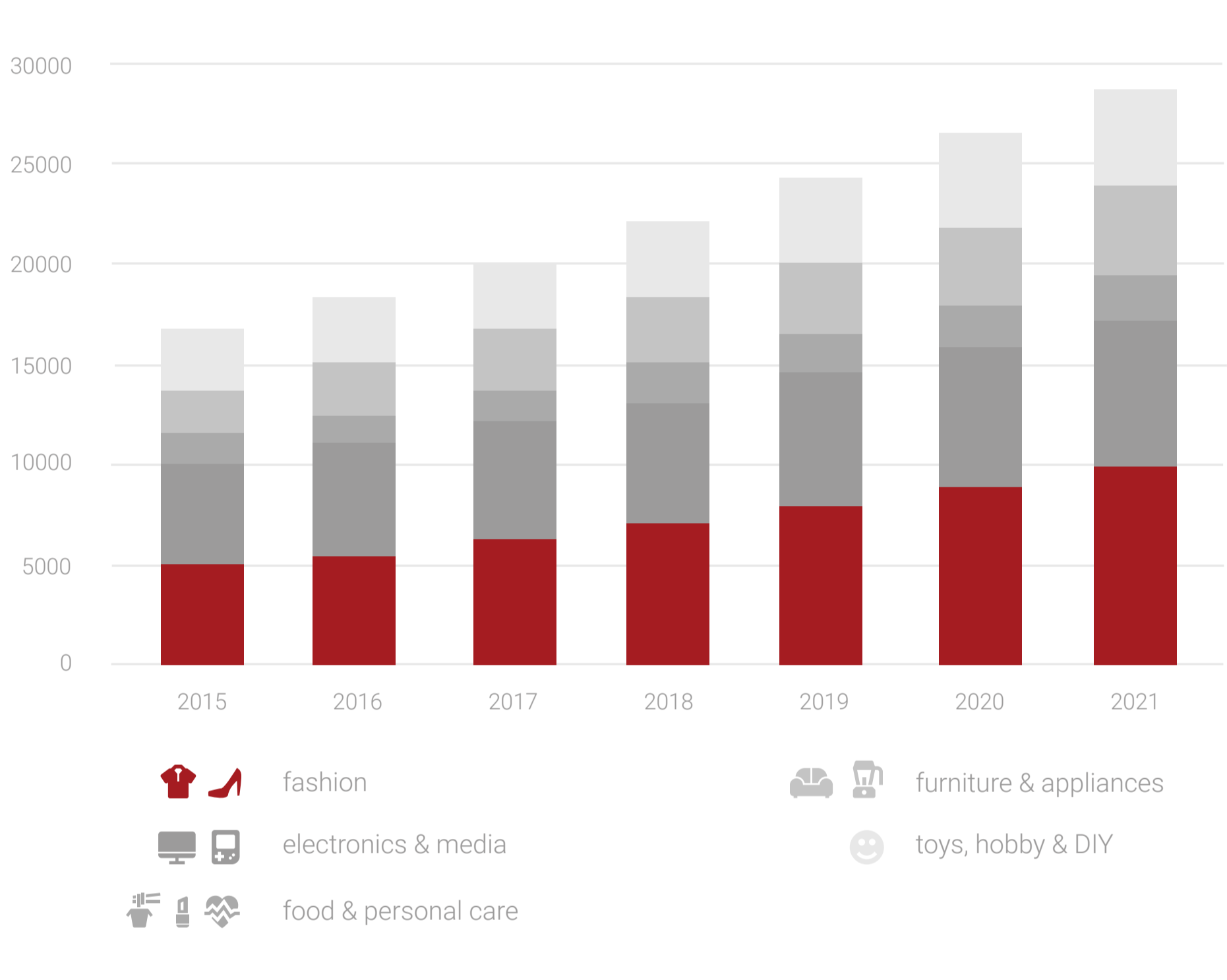


Fashion is currently the leading product category, accounting for 6.3 billion USD market share.



Electronics and Media is second, accounting for 5.9 billion USD.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



Logistics & Infrastructure



In 2016, Canada was ranked 14th in the World Bank Logistics ranking.

Preferred Online Payment Methods

59% of Canadian shoppers use credit card when shopping online, and a further 20% prefer PayPal.

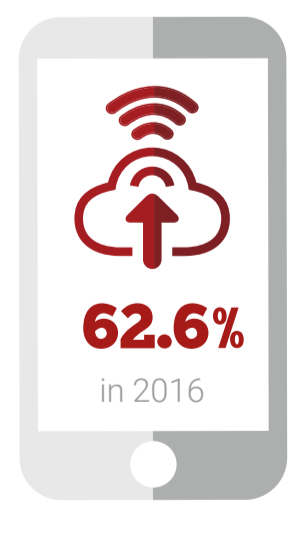


Where does Canada buy from?

The US supplies Canada with 219 billion USD in imports. Other key import partners are China (49.5 billion USD), Mexico (22.6 billion USD), Germany (12.9 billion USD) and Japan (11.2 billion USD).

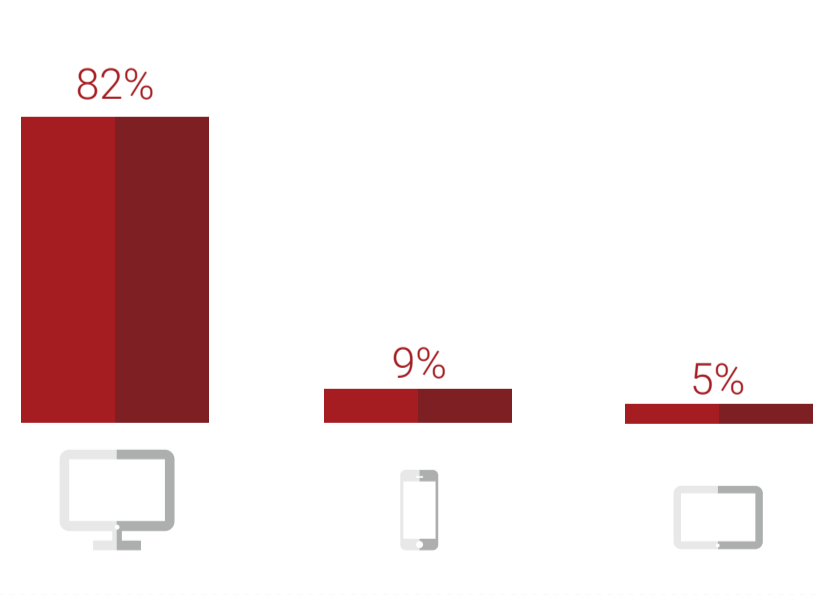


Device Usage



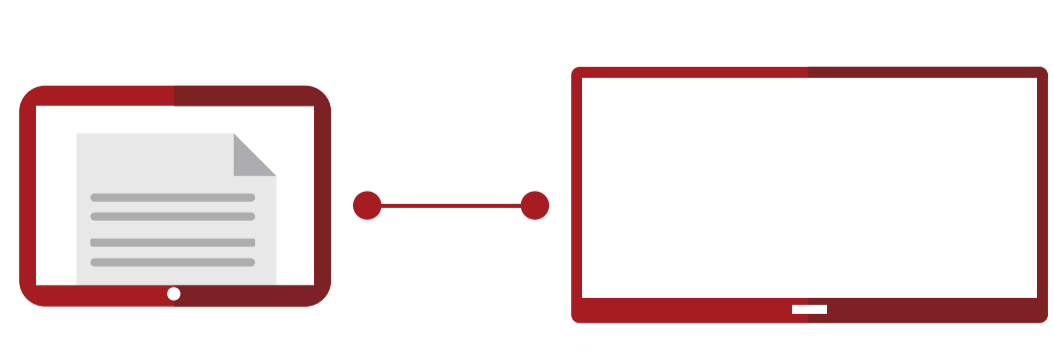
Internet penetration is currently at 81.8%, and should reach 83.6% by 2021.
Smartphone penetration is 62.6% and is projected to grow to 72.2% by 2021.

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



Marketing

Marketing spend in Canada has risen in recent years, as advertisers steadily invest more in digital advertising. In 2017, ad spend reached 5.2 billion USD.



Canada has 19.9 million social network users, with Facebook users expected to increase from 18.6 million to 19.6 million by 2020.

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.