

THE CANADIAN E-COMM SHOPPER

CANADIANS PLAN
TO SPEND

37%

OF THEIR BUDGET
DURING PEAK SEASON



55% of Canadians
ages 18-34 have made
mobile purchases.



45% of sales come from
international websites.



**Electronics &
Clothing** are the two
leading shopping
categories in Canada.

\$1147

AVG. ANNUAL SPEND



Projected \$40.3B by 2025

According to Stats Canada,
all-time e-commerce trade
sales reached \$3.82B in
December 2022.



75% of Population

There are 27 million e-commerce
shoppers in Canada representing
75% of its population. This
number is expected to grow
77.6% by 2025.

71%

WILL SHOP FROM SITES
WITH REWARDS



86% of shoppers
will frequent
brands offering
free shipping