

Explore the world with Lengow

CANADA



36,9M

total
population



88%

total
internet penetration



22M

total
online shoppers



\$34BN

total ecommerce
sales 2017



24%

growth %
year over year



50%

of what online shoppers
in Canada purchase is
from foreign retail sites

10%

projected share of total
ecommerce sales in
Canada by 2020

90%

of canadian shoppers
use credit card payment

30%

of retail ecommerce
come from mobile

M

Market

- e-commerce sales are projected to reach at least \$40 billion, making up 10% of the total sales in Canada by 2020.
- Cross-border e-commerce takes up a significant portion in Canadian e-commerce. One-third of the total online spending is in the United States, and the rest in Asia and Europe.
- Canada's e-commerce infrastructure is as well established as the US's because of their similarity in broadband internet access, their geographical closeness, and the free flow of information between the two countries.

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Consumers

- 90% of Canadian shoppers use credit card payment.
- Mobile commerce will account for 30% of retail ecommerce and 2.6% of total retail sales in the country in 2018.
- Both Canadian consumers and retailers embrace omnichannel strategies, mainly click and collect, to facilitate online shopping and avoid huge logistics cost.
- Cheaper price is the main determiner for Canadian shoppers when purchasing overseas. Canadians can buy with a 50% lower price tag on Amazon US than other local websites.
- There are two official languages in Canada – English and French.

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Tips

- Translation and multilingual customer support then become the keys in approaching and keeping Canadian shoppers.
- There is a rising concern regarding fraud for Canadian online retailers. Companies should put cybersecurity and data protection high on their list of priorities.
 - Shipping cost and delivery time remain the top two reasons why Canadians are reluctant to buy from overseas sites. Overcoming these obstacles is basically what other countries are trying in the meantime.