



# A focus on Canada

We've surveyed 12,000 shoppers across 24 countries to give you insight into what shoppers want from online retailers in 2024.

To help you understand how consumers in Canada shop online, we've uncovered what (and how) they buy, their delivery and returns preferences and where they buy from.

In this report, we uncover what's important to online shoppers in Canada. We explore what (and how) they buy online, their delivery and returns preferences and where they are buying from.

**Whether you already sell to Canada or are considering doing so, these insights can help you expand into this market.**

**Key**

- ↑ = Higher than global average
- = Same as global average
- ↓ = Lower than global average



To find out more about the data used in this report, [click here](#)



## How does Canada shop online?

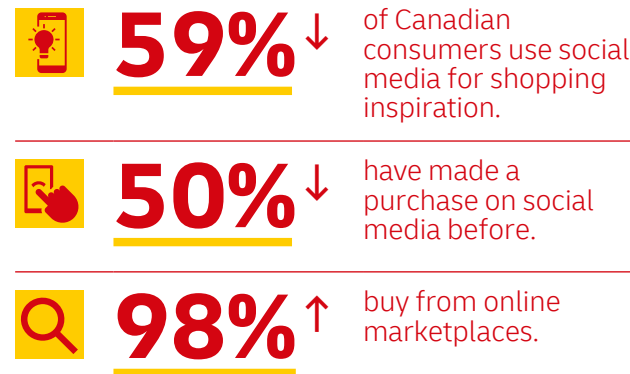
80% of Canadians browse online at least once a week and 46% buy something this often. When they do make a purchase, what do they tend to buy?



In Canada, 33% of shoppers have an online shopping subscription. Food and beauty products are particularly popular – 37% subscribe to these types of goods.

! 53% will abandon their baskets if delivery is too expensive.

### Did you know?



### Which marketplaces are most popular in Canada?



### Spending habits of Canadian shoppers

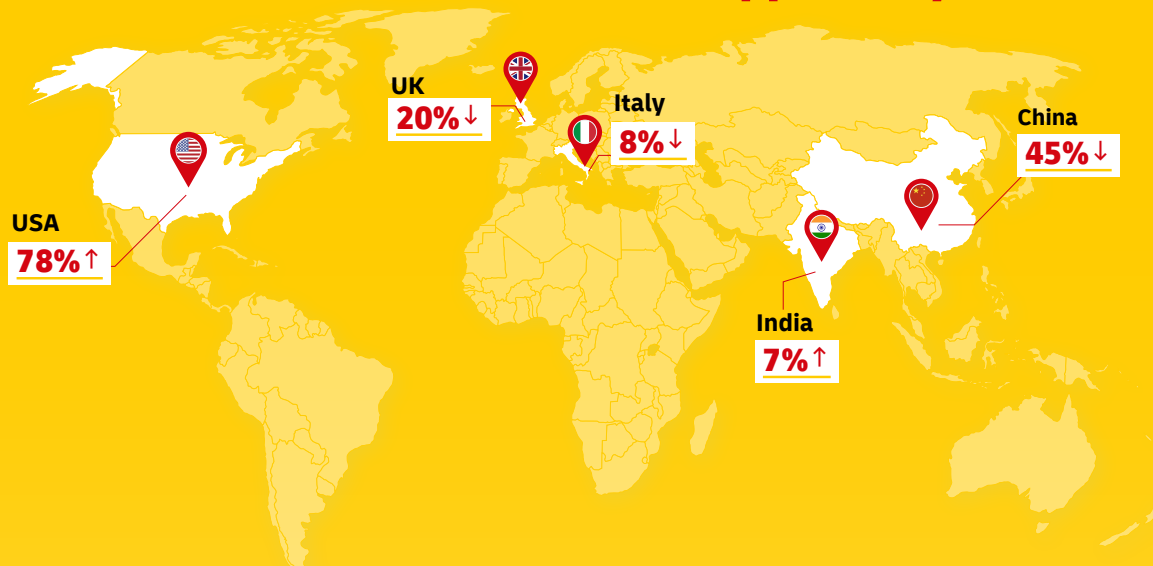




# Selling to Canada

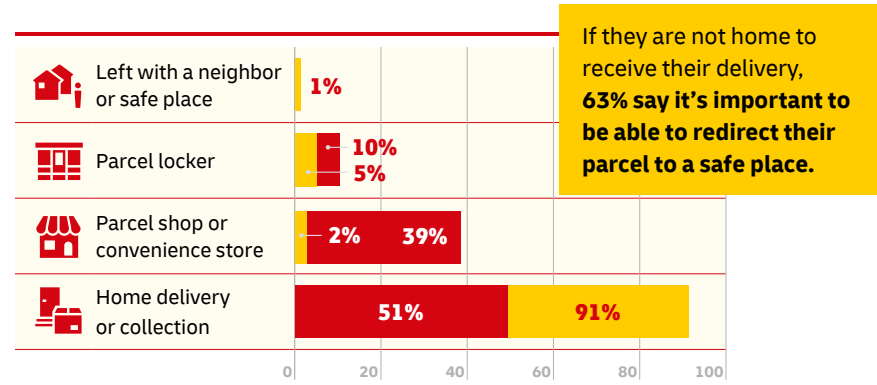
51% of Canadians buy from online retailers in other countries, and 57% make a purchase at least once a month. But which countries do they buy from most (and why)?

## Which countries do Canadian shoppers buy from?



## How do Canadian shoppers prefer to receive and return their orders?

With 94% of Canadian consumers saying delivery options influence where they shop online, understanding what they want is vital to securing those sales.



**53% ↑ say free returns** would improve their online shopping experience.

■ Delivery  
■ Returns

**51% ↓**

buy from abroad to get lower prices.

**55% ↑**

don't buy from abroad because of customs charges.

## How important is sustainability to shoppers?



say sustainability is important to them when shopping online.

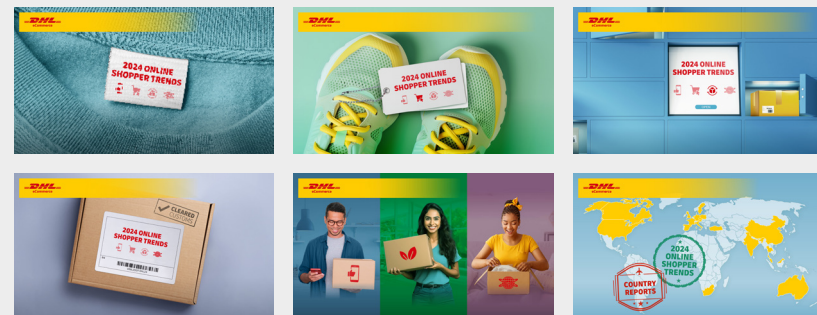


would never choose to pay more for a more sustainable delivery.



would be willing to accept a longer delivery time to make their delivery more sustainable.

Discover more insights about what shoppers want from online retailers in our **2024 Online Shopper Trends Reports and Country Reports.**



2024 Online Shopper Trends

