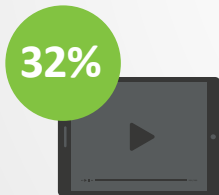


5 Remarkable Shifts in E-commerce Amid COVID-19

Stay-at-home advisories in Canada paved the way for e-commerce growth, as well as accelerated trends and innovative ways of shopping online. **Get a glimpse of what we're seeing during this unprecedented time ...**

Buying products online that are made in Canada is important to over half of all consumers in Canada, and it's much more important to certain generations.

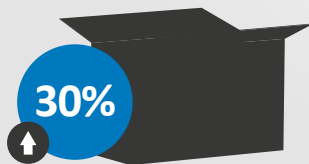


32% of shoppers in Canada find video content more helpful compared to pictures or text in informing their purchase decisions.

58% of shoppers in Canada have purchased directly from a manufacturer/brand website.



26% of those who did not make their most recent online purchase on Amazon **researched or considered Amazon before purchasing.**



Amazon Prime membership has had the lowest penetration among Boomers, but over the past year, their **Prime membership increased nearly 30% compared to 2019.**

Do you know what consumers are looking for in retail's new normal? Understand how and where consumers in Canada are shopping now so you can shape your e-commerce strategy for recovery and beyond.

Source: The NPD Group/E-commerce Channel Report, 10th edition

Get more insights like this. Contact your NPD account representative, call 866 444 1411, or email contactnpd@npd.com.

