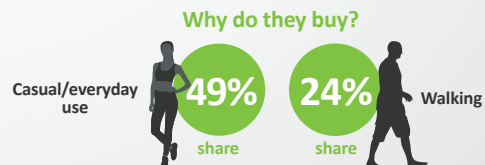
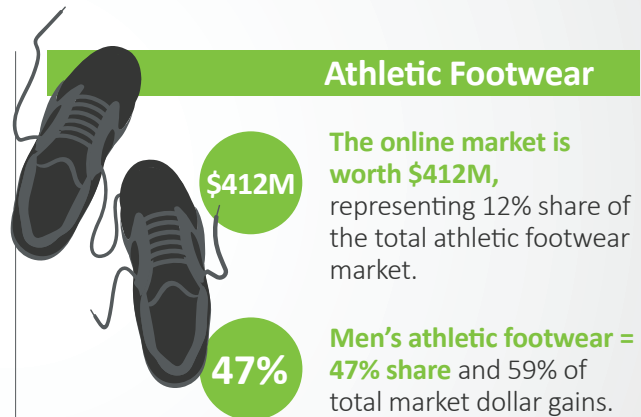
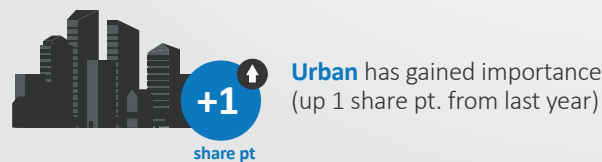
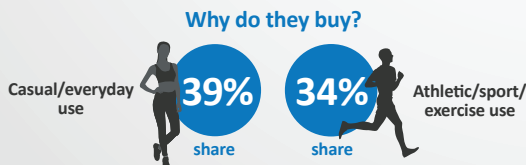
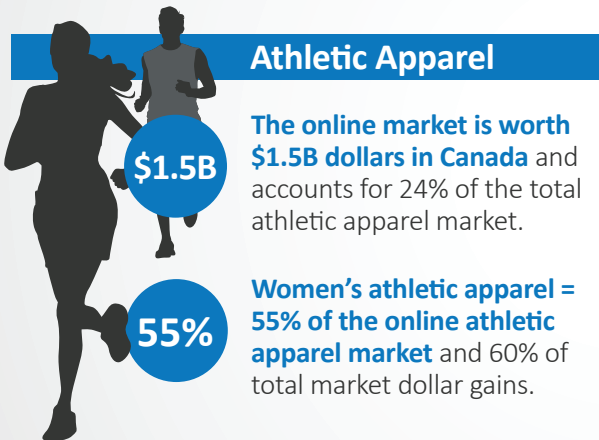


Online Growth in Canada's Sports Apparel and Footwear Market

There's no question that e-commerce is a strong driving force across many industries in Canada. This includes the athletic apparel and footwear industries, where the online channel has grown by double digits. And when we look deeper at how online is growing for both markets, **we see some notable differences...**



As you hone your online strategies, it's important to understand where the growth is coming from so you can uncover opportunities and maximize sales. Get the insights you need to plan for a successful year ahead. Our Consumer Tracking Service for the athletic apparel and footwear industries in Canada gets you there.

Source: The NPD Group/Consumer Tracking Service, 12 Months Ending January 2018

Learn more about sports in Canada. Contact Silvia Xoyon at 647-723-7765 or silvia.xoyon@npd.com. Visit us at npdgroup.ca and on Twitter [@npdcanada](https://twitter.com/npdcanada).

