

Toying With the E-commerce World in Canada

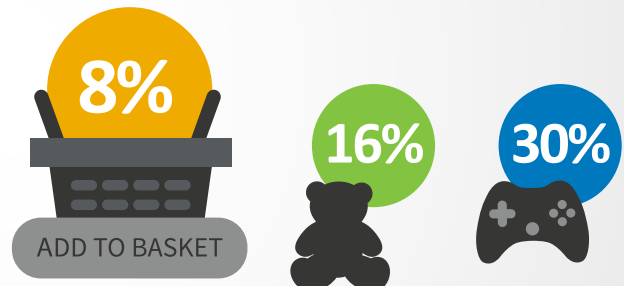
Everyone knows e-commerce is important and growing across Canada's retail landscape. But just how much does online shopping matter in the toys and video games marketplace? **Here's a look at our latest insights:**

The top 2 categories consumers are most comfortable with purchasing online are:

VIDEO GAMES



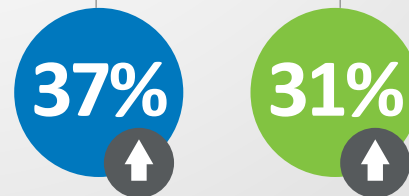
TOYS



8% of total buying visits occurred online last year.

16% of toy buying visits occurred online last year.

30% of video game buying visits occurred online last year.



Online buying visits increased **31%** for toys and **37%** for video games versus the previous year.

Source: The NPD Group / Shopping Activity Services,
12 ME December 2015

Source: The NPD Group / E-commerce Channel Report —
Canada, 5th edition

Make more informed and strategic decisions for long-term planning — and long-term success! The Retail Tracking Service for Canada's toy industry covers 85 per cent of the market, including mass merchants, toys specialists, general merchandisers, and e-commerce.

Learn more about online shopping in Canada.
Contact The NPD Group at 866-444-1411 or contactnpd@npd.com.

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