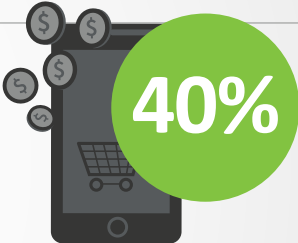


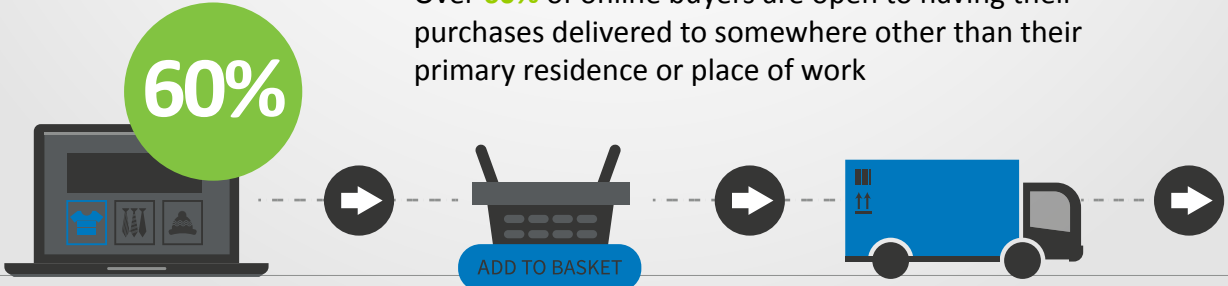
# E-Commerce: A Small But Mighty Force in Retail

E-commerce is still a small piece of the retail sales pie, but the online channel has an increasing role on the path to purchase. Do you know how Canadians shop online today? **Here's a glimpse of what you need to know:**

Proportion of smartphone owners who use smartphones to compare prices while shopping in store has increased almost **40%** in the last 2 years



**3 in 5 consumers** have shopped around online prior to visiting a store



Over **60%** of online buyers are open to having their purchases delivered to somewhere other than their primary residence or place of work

As the all-important holiday season approaches, make sure you know how to use your online presence to drive in-store visits, foster acceptance of new delivery methods, and accelerate sales.

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

Learn more about online shopping in Canada. Contact The NPD Group at 866-444-1411 or [contactnpd@npd.com](mailto:contactnpd@npd.com).

