

Canadian Ecommerce 2015

What is the true state of Canadian Ecommerce?

The Statistics

&

The Reality

Online Sales



Canadian online retail sales are expected to double between 2014 and 2015, growing from \$22 billion to \$40 billion total Canadian online retail sales (1).

Businesses Selling Online



Only 13% of Canadian businesses are selling online (2).

Individual Online Spend



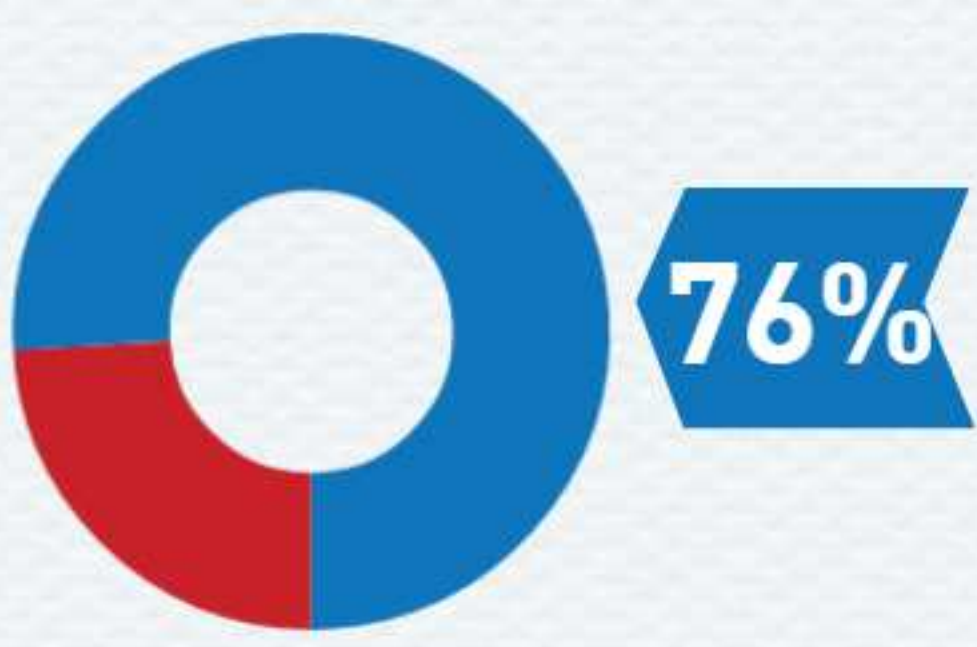
The average Canadian online spend per year is expected to increase by 54% by 2019, jumping from an average spend of \$1,210 per year in 2014 to \$1,860 per year by 2019 (1).

Business Online Spend



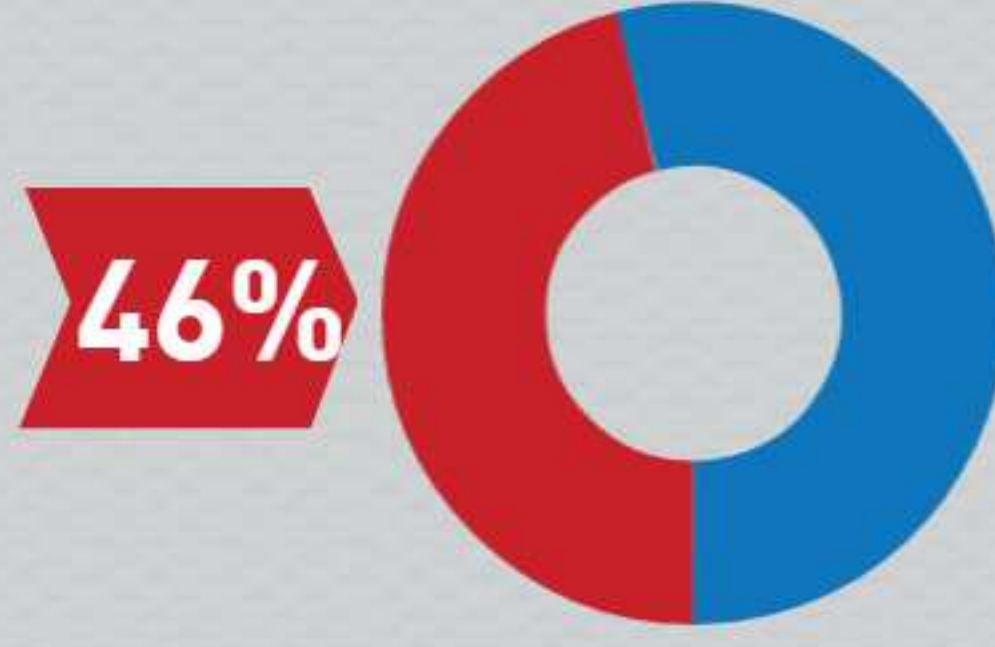
47% of businesses are buying online; a value of \$136 billion in online sales (2).

Households Online



76% of Canadian households have shopped online; 1.5 million of these households shopped online for the first time in 2014 (1).

Businesses Online



Only 46% of Canadian businesses have a website. Only 41% of small businesses have a website. (2).

Smartphone Use



56.4% of Canadians are smartphone users (2).

Mobile Optimized Sites



Only 19% of Canadian companies have websites optimized for mobile (2).

Purchase Volume



Canadians made 105 million transactions online in 2012 (5).

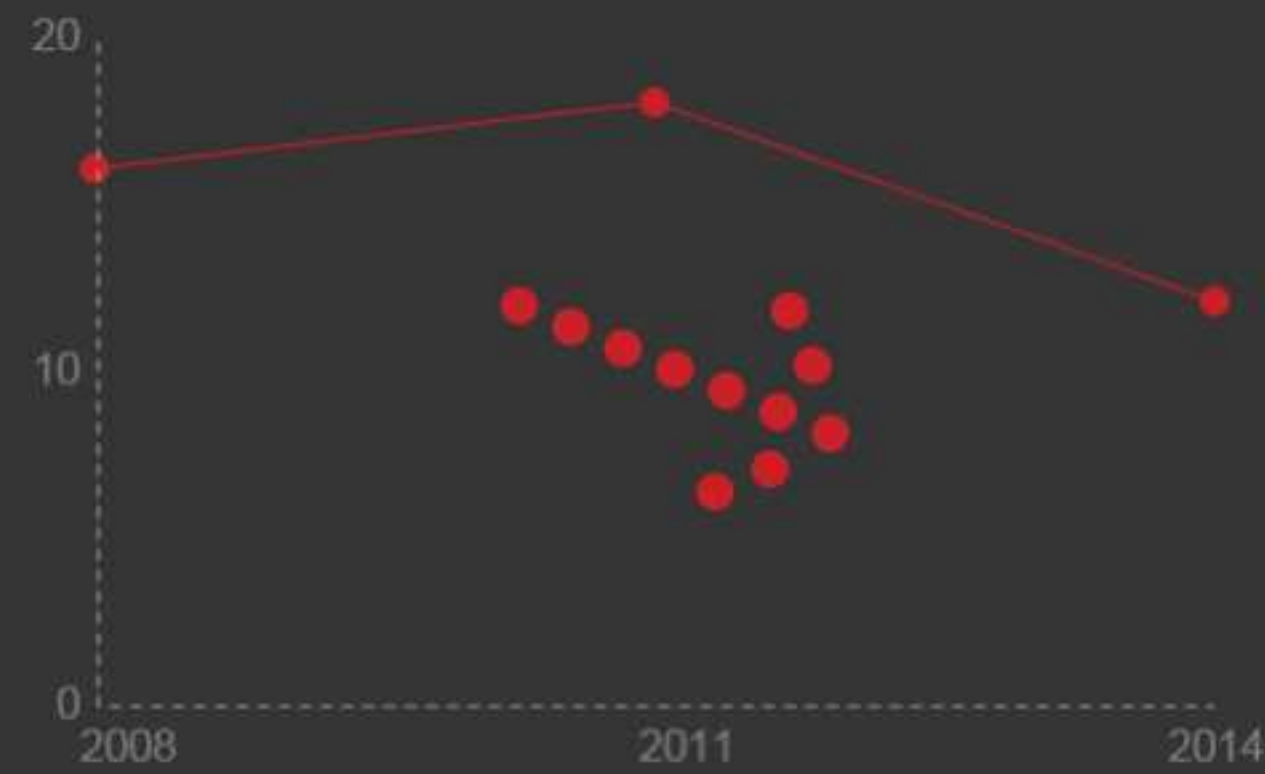
Purchase Location



69% of all online purchases made by Canadians were bought from retailers outside of Canada (5).

The Facts

Canadian Businesses Aren't Selling Online



According to the BDC, 16% of Canadian businesses were selling online in 2008.

This number climbed to 18% of Canadian business selling online in 2011.

But in 2014 this number dropped to 12% of Canadian business selling online (4).

Canada's Innovation Index



Canada's Innovation Index peaked in 2010.

In 2013, these levels dropped to levels seen during the 2008 recession.

Currently, Canada's Innovation Index has had -0.01 change since 2008 (3).

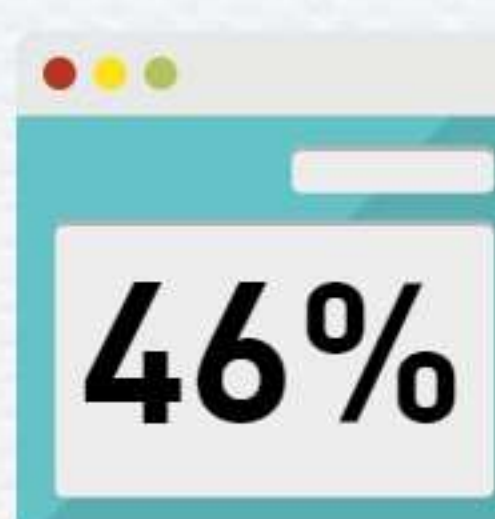
What is going on with Canadian ecommerce?



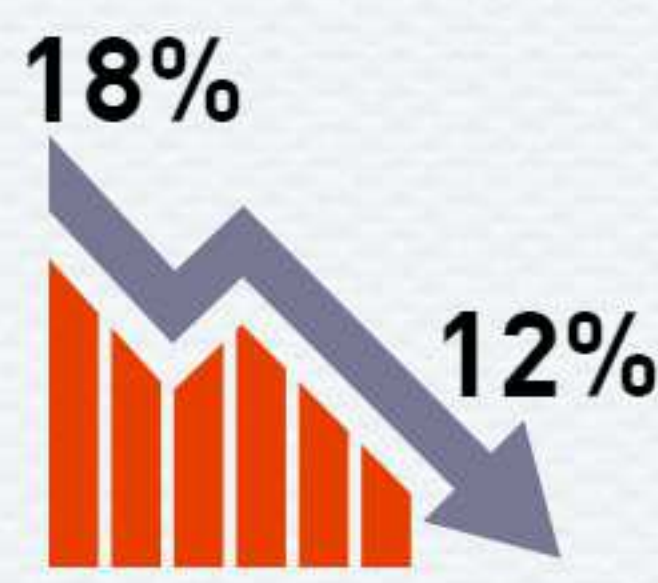
Canadians are shopping online. We are expected to spend \$40 billion in total online retail sales in 2015.



Because the internet is a global marketplace, Canadians are shopping globally. They shop where it is most convenient for them. 69% of purchases are made abroad.



46% of Canadian businesses are not online. They do not have websites, and when they do these websites are not mobile-friendly.



Unless Canadian businesses start mobilizing online, the digital Canadian economy will continue to decline.

"Canadian retailers really have to ask themselves, is it not time to at least get on board and do e-commerce like it's 1999?"

- Doug Stephens, The Retail Prophet (6)

Sources: (1) <https://www.pinterest.com/pin/20688479514721193/> (2) http://www.statcan.gc.ca/pub/11-627-m/11-627-m2014001-eng.htm?utm_content=buffer3a411&utm_medium=social&utm_source=linkedin.com&utm_campaign=buffer (3) Mastercard Digital Evolution Index (4) BDC/CEFRIO (5) <http://www.canadianbusiness.com/innovation/canada-serious-e-commerce-problem-infographic/> (6) <http://www.marketingmag.ca/brands/what-canadian-retailers-can-do-online-to-compete-with-the-u-s-135132>