

Online Shopping - Canada - November 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Despite high engagement, consumers show a strong affinity towards buying products in-store as opposed to online. Limited category engagement may be a contributor as Canadians are primarily buying electronics and apparel online."

- Carol Wong-Li, Senior Analyst, Lifestyles and Leisure

This report looks at the following areas:

- The majority of Canadian shoppers still prefer buying from physical stores
- Category involvement for online shopping is fairly limited
- Most of the time, price determines which online retailers consumers buy from

Electronics and apparel require a level of familiarity, which drives consumers to physical shops prior to purchasing, at which point, there is a preference to buy the product there. Concerns around security as well as lack of clarity around shipping purchases and returns are also detractors.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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More information please...

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Clarity around shipping is desired

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

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Abbreviations and terms

Abbreviations

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