

Holiday Shopping - Canada - August 2015

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

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"Holiday shopping represents the most lucrative time of year for retailers across all categories, much of it driven by Christmas. For the upcoming holidays, nine of 10 Canadians will be buying gifts."

This report looks at the following areas:

- Canadians' enthusiasm for Black Friday and Cyber Monday is soft
- Engaging the less affluent household or budget-minded consumer
- An aging population implies new marketing strategies may be required

In times of widespread discounting and consumers tightening their budgets, creating value through means other than price-cutting may sway consumers while limiting margin losses for retailers. Marketing "new" traditions and associated decorations as "the" way to celebrate may help elevate Thanksgiving spending, particularly since immigrants and families are already celebrating this occasion (but to a lesser extent than in the US).

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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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Holiday campaigns often go back to basic emotions and traditions

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Canada's retail landscape sees many upcoming changes

Hudson's Bay Company will be going high end with Saks Fifth Avenue acquisition

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Holiday shopping primarily revolves around Christmas

Gift cards dominate as the most desired and most likely gift to be given

Canadians are divided in terms of when they start holiday shopping

Regardless of the platform, consumers are open to suggestions

Money-saving strategies will be weighed against choosing the "right" presents

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Four target groups

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Budget Focused Mothers (33%)

Holiday Shopping Enthusiasts (30%)

Big Ticket Purchasers (25%)

The Older Shopper (12%)

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Abbreviations

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