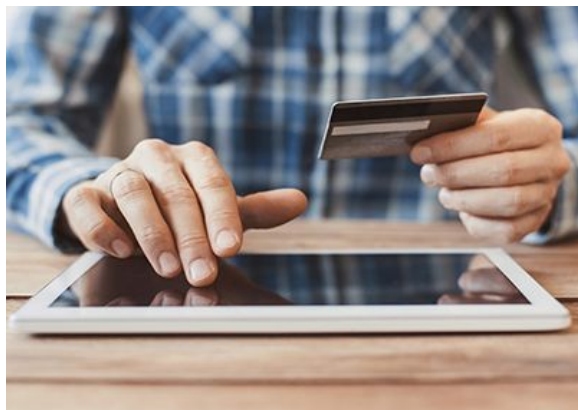


Online Shopping - Canada - July 2018

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"Despite the fact that virtually all Canadians are shopping online, consumers continue to be more reliant on shopping in-store rather than over the internet. Notably, as consumers are toggling between computers and mobile devices when shopping online, a seamless experience is vital to prevent drop-off given their preference for completing the shopping journey in-store."

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

This report looks at the following areas:

- Retailers haven't reached their full potential in engaging Canadians with online shopping
- Canadians likely doing more browsing than actual shopping online
- The presence of Amazon looms large

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