

The Future of eCommerce - Canada - 2022

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This report looks at the following areas:

- How online purchase habits and patterns have changed for consumers over the past 12 months.
- How consumers are reacting to new innovation in the ecommerce space.
- What priorities consumers have when shopping online.
- What devices consumers are using to browse and make purchases on.

As Canada staggers out of what has effectively been a two-year hibernation, one might expect that consumers' online purchases would return to pre-pandemic levels. This, surprisingly, has not been so. Consumers, for the most part, are purchasing online in the same volumes and frequencies that they had during the pandemic, and significantly more than they had pre-pandemic. There are some interesting shifts in the way consumers are shopping online though, with significantly more now utilizing smartphones to both browse and buy online, and computer usage dropping significantly among younger consumers. Brands will need to ensure they have intuitive and easily navigable mobile apps to prepare for the future.

It is good news, then, for brands that rely on ecommerce that worried about consumers shifting their purchasing habits back to bricks and mortar, as consumers stay poised to maintain the online shopping habits those brands worked so hard to foster. However, that is not to say there aren't some hiccups for brands. The economy hasn't been kind to Canadian consumers and the percentage that have made big-ticket item purchases like electronics and furniture have dropped significantly, while younger consumers are feeling the squeeze as they make fewer purchases online.

And, while brands have made many strides in both affordable and timely delivery during the pandemic, many are scratching their heads trying to find out where the next major innovations lie. Brands are diving headfirst into the metaverse while many consumers still have no idea what it is, and if they do, aren't interested. Live-stream shopping – while massive overseas – also hasn't



“As society returns to ‘normal’ it is becoming clear that online shopping habits and purchase habits built over the pandemic are mostly here to stay. While social distancing at home during lockdowns, consumer online shopping activity had exploded and has, for the most part, remained elevated despite bricks and mortar stores reopening.”

– Michael Lloyd, Senior Tech & Media Analyst

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captured the interest of Canadian consumers in any tangible way. 2023 will be an interesting year as brands navigate hard economic times while trying to find the next big online shopping innovation that resonates with consumers.



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