



How Canadian eco-shoppers are changing online retail

Who are they and how can you reach them?

With climate change awareness top of newsfeeds, more people bring their environmental values with them when they shop. They're motivated by what's good for the planet and want to reduce their environmental footprint. Many eco-shoppers already avoid single-use plastics, drive eco-friendly vehicles and buy locally produced products, for example. When shopping online, they're looking for retailers who share their values.

Who are Canada's eco-shoppers?

In our 2019 consumer study, we identified a significant number of online shoppers with interest in the environment.



14%

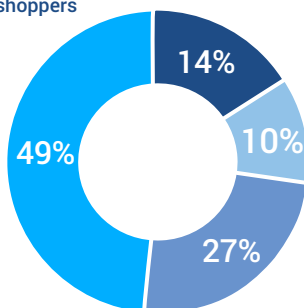
show such a high interest in the environment that they are referred to as eco-shoppers



17%

of eco-shoppers are HYPER+ shoppers, making 25 or more purchases a year

- Low interest
- Mild interest
- High interest
- Very high interest



What influences eco-shopper choices?

- All online shoppers
- Eco-shoppers



Eco-shoppers' concerns about packaging



81%

will shop more often with retailers that make an effort to reduce packaging used for shipping (vs. 53% of all online shoppers)



74%

will shop more often from retailers that promote an environmental cause (vs. 41% of all online shoppers)



42%

believe that retailers are making an effort to minimize shipping waste (vs. 34% of all online shoppers)



88%

of eco-shoppers get upset when retailers use excessive or unnecessary packaging to ship their purchases (vs. 69% of all online shoppers)

How do eco-shoppers discover new stores?



37%

through social media (vs. 32% of all online shoppers)



36%

by looking up stores they know to see if they sell online (vs. 26% of all online shoppers)



37%

are more likely to say mail is a good way to learn about new stores (vs. 32% of all online shoppers)

There are comparatively more eco-shoppers in Quebec and British Columbia

	All online shoppers	Eco-shoppers
British Columbia	13%	14%
Prairies	18%	12%
Ontario	39%	37%
Quebec	23%	31%
Atlantic	7%	5%

Reaching eco-shoppers

Eco-shoppers appreciate advertising mail more, but they are still influenced by digital channels



30%

are more likely to feel valued when they receive mail addressed to them (vs. 26% of all online shoppers)



34%

are more likely to make a purchase based on mail advertising (vs. 30% of all online shoppers)



49%

visit a retailer's website or app after seeing an ad on social media (vs. 46% of all online shoppers)



47%

visit a retailer's website or app after receiving advertising in the mail (vs. 45% of all online shoppers)

Eco-shopper demographics



44% Male



46% Urban



56% Female



32% Suburban

Average income is below national average:



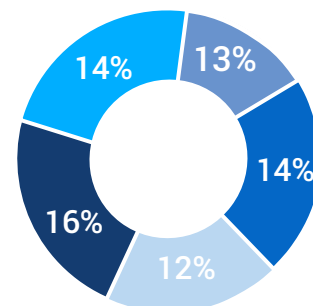
\$97,870



22% Rural

Contrary to popular belief, it's not just younger Canadians who care about the environment. Older generations share their concerns.

- Gen-Zers
- Millennials
- Gen-Xers
- Baby boomers
- Pre-boomers



Learn more about e-commerce in Canada. Find out where to focus your resources and grow your online business. Contact a Canada Post e-commerce expert or get the full report at canadapost.ca/comevolution.