



HYPER+ online shoppers are the most coveted

Who are they and what sets them apart?

The shoppers who buy most regularly online are driving Canadian e-commerce. HYPER+ shoppers – those who make over 25 online purchases each year – account for the lion’s share of total e-commerce retail sales in Canada. They buy more frequently, put more in their baskets and plan on buying more online in the coming year. Focus on these confident shoppers to fuel your growth.

HYPER+ shoppers are a small but powerful group

HYPER+ =

- Hyper shoppers**
 - Make 25-40 purchases/year
 - Account for 10% of Canadian online shoppers
- +**
- Hyper Elite shoppers**
 - Make 41+ purchases/year
 - Account for 8% of Canadian online shoppers



18%

of Canadian online shoppers are HYPER+ shoppers



60%

of all online purchases in Canada are made by HYPER+ shoppers

HYPER+ shoppers:



31% Young families



23% Gen-Xers

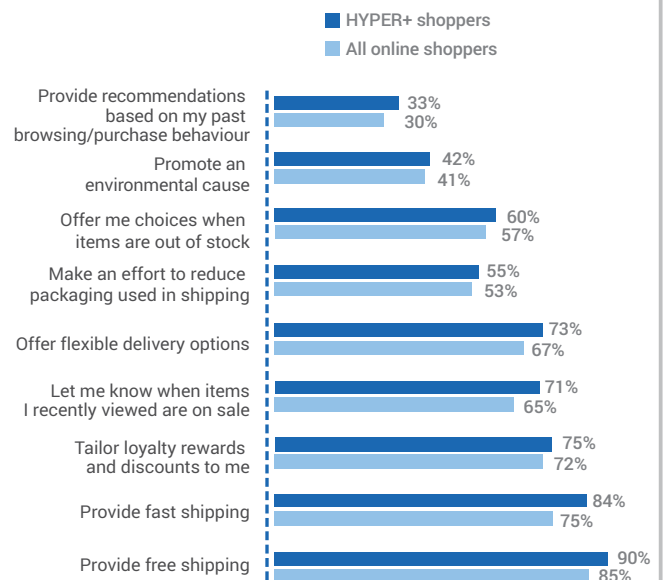


24% Millennials



23% Ontarians

The more Canadians shop online, the more they want the best



With high expectations, HYPER+ shoppers buy wherever the internet takes them



87%

have purchased an item online from the U.S. (vs. 64% of all online shoppers)



64%

have purchased an item online from China (vs. 40% of all online shoppers)



29%

have purchased an item online from Europe (vs. 15% of all online shoppers)

HYPER+ shoppers are early adopters of new channels



95%

have purchased from a domestic marketplace (vs. 75% of all online shoppers)



39%

have purchased directly from a manufacturer (vs. 26% of all online shoppers)



20%

have signed up for a subscription box (vs. 11% of all online shoppers)



20%

have received a recurring delivery in the past year (vs. 8% of all online shoppers)

HYPER+ shoppers use technology to browse and shop online

When browsing online:

75% use their smartphones (vs. 60% of all online shoppers)

46% use their tablets (vs. 42% of all online shoppers)

When purchasing or reserving online:

63% use their smartphones (vs. 42% of all online shoppers)

36% use their tablets (vs. 29% of all online shoppers)



30% prefer to track their purchases using a retailer's app (vs. 19% of all online shoppers)

However, laptops and desktops still head the list of devices used to shop online



- 86% use them to browse online (vs. 83% of all online shoppers)
- 80% use them to purchase or reserve an item online (vs. 29% of all online shoppers)

Why do HYPER+ shoppers abandon their carts?



Delivery takes too long: **66%** (vs. 54% of all online shoppers)



No customer reviews: **52%** (vs. 41% of all online shoppers)



Customs, duties and taxes are not provided upfront: **77%** (vs. 66% of all online shoppers)

With more purchases, come more returns



66%

have returned an item purchased online in the past year (vs. 37% of all online shoppers)



53%

will choose the retailer who offers the better returns policy (vs. 50% of all online shoppers)

HYPER+ shoppers are more in tune with returns policies and shop accordingly



81%

will stop shopping with a retailer after a bad returns experience (vs. 79% of all online shoppers)



56%

have abandoned their cart over concerns about the retailer's returns policy (vs. 45% of all online shoppers)



70%

will check the returns policy for a retailer they've never purchased from online (vs. 69% of all online shoppers)



54%

will add more items to their cart when they know a retailer accepts free returns (vs. 49% of all online shoppers)



Learn more about new shopper profiles and 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.