



Thriving within an ever-changing landscape



We don't need any more reminders that we cannot predict the future. With little consensus on how the market will respond post-pandemic, you need timely insights to navigate an ever-changing landscape and gain an advantage over your competitors.

Canada Post surveyed more than 5,000 Canadians to better understand how their shopping habits have evolved and where they are headed next. Take a look at the latest results that will help you set your business up for success, now and in 2022.

Acceleration and evolution



While ecommerce shows no sign of slowing down, online shoppers are continuing to evolve, deciding which behaviours adopted in the last year they will continue and which they will cast aside. While that process unfolds, retailers must remain nimble in order to better serve consumers and make their businesses stand out and succeed in an increasingly crowded marketplace.

State of the market

Canadian consumers show no signs of slowing down their online buying habits. Here is what they told us about where their mindset is today, and what it might mean for their future behaviour.

89% of Canadians plan on buying the same or more online for delivery

27.4 average number of purchases per year (up from 16.6 in 2019)

1 in 3 frequent online shoppers – those who make 25 or more purchases/year – now represent one-third of Canadians



68% of curbside pickup users plan to maintain or increase their use

2.8 average number of curbside pickups

3.4 average number of in-store pickups (excluding grocery)



Canadians are looking for more

Shoppers are more willing than ever to spread their purchases around.



60% are making a conscious effort to buy from Canadian businesses



34% say they are shopping from a greater number of online retailers than a year ago



Customer must-haves



With increased ecommerce shopping comes increased competition. Mastering these basics will help you turn browsers into buyers. To influence that decision to purchase, be upfront and transparent – a surprise at the checkout could lead to a lost sale and a lost customer.

Difference-makers for online shoppers when deciding on a retailer:

80% Cost of shipping



58% Speed of delivery



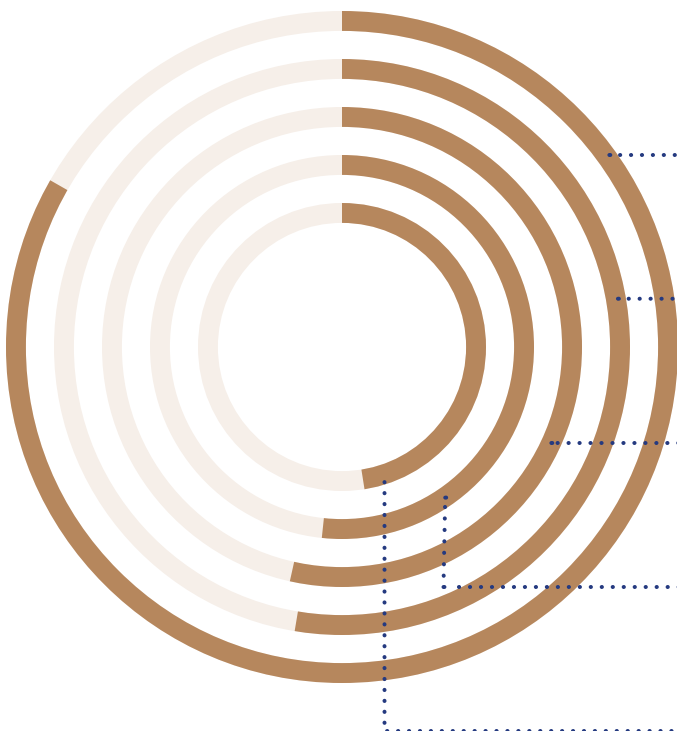
61% Free returns



56% Easy returns



46% Expected delivery date provided upfront



Build long-lasting loyalty

After all your hard work, you'll want to retain and grow your customers, so they'll come back again and again. Here are some of the top ways to build long-lasting loyalty:

63%

expect retailers to offer the same level of service across all channels

46%

choose a retailer because of their loyalty/rewards program



Moving beyond the basics

Already mastered the basics? Here are some standout features that attracted Canadian eyes as they browsed online stores.



50% consistent customer experience across digital channels



40% product recommendations based on browsing history



78% digital try-ons



76% virtual appointments



Key takeaway

Consumers are evolving right before your eyes. Understanding their behaviours and being nimble enough to address them in a timely fashion may be the differentiator online retailers need to stand out.

In order to capitalize on the growing number of online purchases, you must master the basics, then consider offerings that add a unique value for the customer. It will let them know how much they are appreciated and help motivate repeat purchases.

Interested in learning how to put these insights to work?

Contact your sales rep or visit canadapost.ca/talktoanexpert to request a consultation.

