

Think like an e-commerce leader

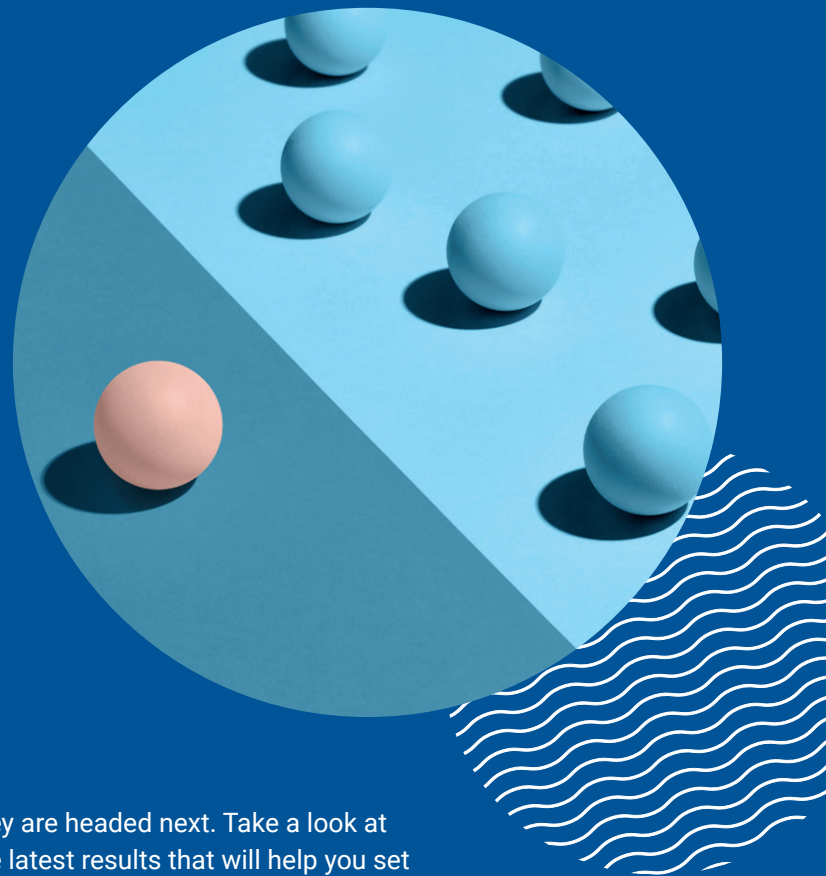
Insights to lead the pack



Find out what will help you drive your business forward in 2021.

While we may have rung in a new year, did we also ring in a change in online shopping behaviours? Canada Post surveyed 2,500 Canadians to find out how their shopping habits are evolving and where

they are headed next. Take a look at the latest results that will help you set your business up for success in 2021 and think like an e-commerce leader.



E-commerce acceleration

In 2021, e-commerce is on track to continue its growth, which means now is the time to rethink your retail strategy. And if you're newer to e-commerce, there's never been a better time to elevate your online presence, make your business stand out, and set yourself up for success.

50%

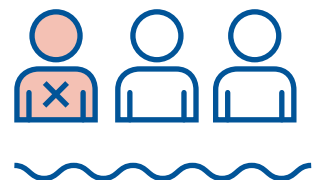
Since the start of the pandemic, nearly 50% of Canadians report buying more online.

19%

Compared to last year, the average Canadian has increased their online purchasing by 19%.

93%

93% of shoppers plan to maintain or increase their online shopping in the next 6 to 8 months.



Nearly 1 in 3 Canadians are actively avoiding in-store shopping.

Key Takeaway

Even though e-commerce is continuing to grow, don't give up on your in-store channel. Instead, rethink its role, like using it as a fulfillment point or creating a unique, in-store experience that will inspire customers to walk through your door.



Basics and beyond

With increased e-commerce spending comes increased competition. But there are some things you can offer that will help you stand out from the pack.



Customer must-haves

Master these basics to help turn browsers into buyers:



Provide free shipping

84% will shop more often with a retailer that provides free shipping.



Need for less speed

69% will shop more often with a retailer that provides fast shipping, however, this is 9% less than last year.



Fast vs Free

If you have to choose one, go with free shipping.

76% will wait longer for a package if shipping is free.

66% say free shipping is the most important factor when making an online purchase.

TIP

Offer paid shipping options

Customers are willing to pay a premium for fast shipping, when they really do need it.

Keep customers informed

78%

choose retailers that manage expectations throughout the experience.

Fulfill orders quickly

60%

say processing and shipping orders quickly is a reason to shop with their favourite retailer.

Stock quality merchandise

40%

say it's a reason to shop with their favourite retailer.

Offer free returns

76%

will shop more often with retailers that provide free returns.

Key Takeaway

Evaluate your current e-commerce experience against these basics to identify any gaps. As Canadians continue to do more of their shopping online, free shipping and returns are becoming a bigger priority by offering them reassurance and increasing the likelihood they will try new retailers and new products.

Become their BRF (Best Retailer Forever)

Already mastered the basics? Now you'll want to retain your hard-earned customers, so they'll come back again and again. Here are some of the top ways to build long-lasting loyalty.



- > **42%** say offering hard-to-find items will help keep them coming back.
- > **32%** are loyal to a retailer that offers reviews and user-generated content.
- > **19%** show their loyalty to retailers who showcase their values, community involvement, and dedication to the environment.
- > **17%** will keep returning to retailers that offer a great loyalty program.
- > **33%** will return to a retailer that has a flexible return policy.

73%

will shop more often with retailers that ensure their packages are secure — even when they're not home to receive them.

Returns bring returns

As more shopping is done online, customers are looking for an insurance policy in the form of free returns. If you do one thing this year, this could have the biggest impact on your e-commerce business.

46%

46% made a return in 2020 — an increase of 9% over the previous year.

80%

80% will stop shopping with an online retailer after a bad returns experience.

68%

68% won't shop with a retailer that doesn't offer free returns by mail. That's a 10% increase from 2019.

Key Takeaway

Finding ways to differentiate your e-commerce business and stand out from the crowd has never been so important. Once you've mastered the basics, consider offerings that add value for the customer. It will let them know how much they are appreciated and help motivate repeat purchases. And remember, it always costs less to keep a customer than it does to find a new one.

Interested in learning how to put these insights to work in 2021?

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