Retailing in Canada - Market Summary and Forecasts; Comprehensive Overview of the Market, Consumer, and Competitive Context, with Retail Sales Value and Forecasts to 2020

Description: Summary

Canada's retail sector is expected to witness healthy growth over the next five years backed by improving economic conditions, government efforts at boosting domestic consumption, relatively low inflation levels, and increasing disposable income. Rising number of internet users and increasing adoption of mobile devices is fueling the growth of sales through the online channel, and the trend is expected to gain further traction over the next five years.

Key Findings

- Retailers adopting omnichannel strategies to win customers
- Adoption of private label brands is on the rise
- M-commerce is gaining traction in the country
- Increasing number of Chinese tourists contributing to retail sales

Synopsis

“Retailing in Canada- Market Summary and Forecasts, 2014-2019” provides data for historic and forecast retail sales, and also includes information on the business environment and country risk related to the Canadian retail environment. In addition, it analyses the key consumer trends influencing the Canadian retail industry:

What else does this report offer?

- In-depth analysis of the latest trends in consumer shopping, covering the factors driving shopping, consumer insights, market dynamics (covering 26 product categories), and reviews of the latest best practice in online retail site design
- Market insights based on consumer trends, changing economic and demographic factors, technology innovations, and other macroeconomic factors
- Retail sales and fastest growing product categories that includes Clothing; Footwear; Books, News and Stationery; Electrical and Electronics; Food and Grocery; Health and Beauty; Furniture and Floor Coverings; Home and Garden Products; Music, Video and Entertainment Software; Sports and Leisure Equipment; Jewelry, Watches and Accessories; Luggage and Leather Goods
- Qualitative and quantitative insights of changing retail dynamics across various channels

Reasons To Buy

- Gain a comprehensive knowledge on 26 products across 12 product sectors in the Canadian retail market and develop a competitive advantage around consumer behaviour trends from the start of your supply chain
- Explore novel opportunities that will allow you to align your product offerings and strategies to meet demand by analyzing the vital economic and population trends, key consumer, and technology trends influencing the retail market
- Investigate current and forecast behaviour trends in each category to identify the best opportunities to
- Analyze the recommended actions to align your marketing strategies with the crucial trends influencing consumer behavior

- Understand the fastest growing categories in the market with insights on performance of individual product categories, across key channels from 2009, with forecasts until 2019

- Analysis of key international and domestic players operating in the Canadian retail market - including store counts and revenues that give you a competitive edge - identify opportunities to improve your market share

Contents:

1 Introduction
1.1 What is this Report About?

2 Executive Summary and Outlook

3 Market Context
3.1 Sluggish economic growth possess new challenges to retailers
3.1.1 Retail sales recorded positive growth despite economic downturn
3.1.2 Declining savings rate is a positive call for retailers
3.1.3 Services sector continues to be the major sector for employment
3.1.4 Low inflation levels to benefit retailers
3.1.5 Rise in consumption expenditure- a positive sign to reckon with
3.1.6 Increasing urbanization offers growth opportunities for retailers
3.2 Aging population poses challenges for retailers

4 Canadian Shoppers
4.1 US based promotional offers drive retail sales in Canada
4.2 M-commerce fuels retailing in Canada
4.3 Chinese tourists boost retail sales in Canada
4.4 Price conscious consumers switch to private label brands

5 Doing Business in Canada
5.1 Summary
5.1.1 Bureaucracy
5.1.2 Business culture
5.1.3 Infrastructure and logistics
5.2 Business reforms in Canada in the past
5.3 Canada eases rules for foreign investors

6 Internet and Technology
6.1 Broadband, Mobile Phone, and Internet Users
6.1.1 Social media usage through smartphones on rise- An opportunity for retailers
6.2 Technology Trends
6.2.1 Shoes.com's new visual search tool

7 Retail Topline
7.1 Total Retail
7.1.1 Online Sales and Growth
7.2 Summary of product sectors
7.2.1 Share of key product sectors
7.2.2 Key product sectors
7.3 Summary of channels
7.3.1 Spend per Channel
7.3.2 Online Penetration of Key Product Sectors

8 Retail - Product Sectors
8.1 Product Sector Analysis
8.1.1 Clothing
8.1.2 Footwear
8.1.3 Books, News, and Stationery
8.1.4 Electrical and Electronics
8.1.5 Food and Grocery
8.1.6 Health and Beauty
8.1.7 Furniture and Floor Coverings
8.1.8 Home and Garden Products
8.1.9 Music, video, and entertainment Software
8.1.10 Sports and Leisure Equipment
8.1.11 Jewelry, Watches, and Accessories
8.1.12 Luggage and Leather Goods

9 Retailers
9.1 Clothing
9.2 Footwear
9.3 Books, News and Stationery
9.4 Electrical and Electronics
9.5 Food and Grocery
9.6 Health and Beauty
9.7 Furniture and Floor Coverings
9.8 Home and Garden Products
9.9 Music, Video and Entertainment Software
9.10 Sports and Leisure Equipment
9.11 Jewelry, Watches and Accessories
9.12 Luggage and Leather Goods

10 Appendix
10.1 Definitions
10.1.1 This report provides 2014 actual sales; while forecasts are provided for 2015 - 2020
10.2 Summary Methodology
10.2.1 Overview
10.2.2 The triangulated market sizing method
10.2.3 Industry surveys in the creation of retail market data
10.2.4 Quality control and standardized processes
10.3 About Author
10.4 Disclaimer

List of Tables
Table 1: Canada Clothing Retail Sales (US$ billion), by Product Sub-Category, 2010-2015
Table 2: Canada Clothing Retail Sales (US$ billion), by Product Sub-Category, 2015-2020
Table 3: Canada Footwear Retail Sales (US$ billion), by Product Sub-Category, 2009-2014
Table 4: Canada Footwear Retail Sales (US$ billion), by Product Sub-Category, 2015-2020
Table 5: Major Domestic Retailers in Canada
Table 6: Major International Retailers in Canada
Table 7: Key Clothing Retailers in Canada
Table 8: Key Footwear Retailers in Canada
Table 9: Key Books, News and Stationery Retailers in Canada
Table 10: Key Electrical and Electronics Retailers in Canada
Table 11: Key Food and Grocery Retailers in Canada
Table 12: Key Health and Beauty Retailers in Canada
Table 13: Key Furniture and Floor Coverings Retailers in Canada
Table 14: Key Home and Garden Products Retailers in Canada
Table 15: Key Music, Video and Entertainment Retailers in Canada
Table 16: Key Sports and Leisure equipment Retailers in Canada
Table 17: Key Jewelry, watches and accessories Retailers in Canada
Table 18: Key Luggage and Leather Goods Retailers in Canada
Table 19: Canada Exchange Rate CAD-USD (Annual Average), 2010-2015
Table 20: Canada Exchange Rate CAD-USD (Annual Average), 2016-2020 Forecasts
Table 21: Author Retail Channel Definitions
Table 22: Author Retail Category Definitions

List of Figures
Figure 1: GDP Value (US$ billion), 2010-2015
Figure 2: Growth Rate of GDP (US$ billion, %), 2010-2015
Figure 3: GDP Value and Growth (CAD billion, %), 2010-2015
Figure 4: Forecasts for GDP Value and Growth (CAD billion, %), 2015-2020
Figure 5: Household Savings Rate (%), 2005-2015
Figure 6: Share of Employment by Sector (%), 2005 and 2015
Figure 7: Unemployment Rate (%), 2005-2015
Figure 8: Inflation Growth Rates (%), 2005-2015
Figure 9: Household Consumption Expenditure of Canada (CAD billion), 2005 and 2015
Figure 10: Household Consumption Expenditure of Major Countries (US$ billion), 2015
Figure 11: Growth of Household Consumption Expenditure (US$, %), 2005-2015
Figure 12: Rural and Urban Populations (millions) 2005, 2015 and 2020
Figure 13: Total Population and Growth Rate (Millions, %), 2005-2020
Figure 14: Population Split by Gender (%), 2015 and 2020
Figure 15: Population Split by Age Group (%), 2015 and 2020
Figure 16: Per Capita Spend on Retail (CAD), 2007 and 2015
Figure 17: Per Capita Spend (CAD) and Total Retail Spend by Age Group (%), 2007 and 2015
Figure 18: Promotional offers driving retail sales in Canada
Figure 19: Smartphone ownership in Canada
Figure 20: Key facts about Chinese tourists visiting Canada
Figure 21: Private label products offered by leading Canadian retailers
Figure 22: Key Components of Doing Business in Canada
Figure 23: Total Number of Fixed Broadband Users and Penetration (millions, %), 2005-2015
Figure 24: Total Number of Mobile phone subscriptions and Penetration (millions, %), 2005-2015
Figure 25: Total Number of Internet Users and Growth Rate (millions, %), 2005-2015
Figure 26: Canadian social media usage, 2015
Figure 27: Shoes.com's visual filter powered by Sentient Technologies
Figure 28: Retail Sales Value and Growth (CAD billion, %), 2007-2015
Figure 29: Retail Sales as % of Total Consumer Spend (%), 2007 and 2015
Figure 30: Total Retail Sales and Growth Rate (CAD billion, %), 2015 and 2020
Figure 31: Online Sales and Growth Rate (CAD billion, %) 2015-2020
Figure 32: Share of Key Product Sectors (%), 2015 and 2020
Figure 33: Growth Rate of Key Product Sectors vs. Growth of Total Retail (%), 2015-2020
Figure 34: Value Growth of Key Product Sectors (CAD billion), 2015-2020
Figure 35: Spend Per Channel 2015 and 2020
Figure 36: Online Penetration of Key Product Sectors (%), 2015
Figure 37: Online Penetration of Key Product Sectors (%), 2020
Figure 38: Share of Clothing in overall Retail 2015 and 2020
Figure 39: Retail Sales Value and Growth (CAD billion, %) of Clothing 2015-2020
Figure 40: Spend per Head on Clothing 2015 and 2020
Figure 41: Share of Clothing by Womenswear, Menswear, and Childrenswear 2015 and 2020
Figure 42: Womenswear Sales Value and Growth (CAD billion, %) 2015-2020
Figure 43: Menswear Sales Value and Growth (CAD billion, %) 2015-2020
Figure 44: Childrenswear Sales Value and Growth (CAD billion, %) 2015-2020
Figure 45: Online Spend in Clothing and growth, 2015-2020
Figure 46: Online Share of Total Clothing Spend 2015 and 2020
Figure 47: Spending per Channel in Clothing (%) 2015 and 2020
Figure 48: Share of Footwear in overall Retail 2015 and 2020
Figure 49: Retail Sales Value and Growth (CAD billion, %) of Footwear 2015-2020
Figure 50: Spend per Head on Footwear 2015 and 2020
Figure 51: Share of Footwear by Women's Footwear, Men's Footwear and Children's Footwear 2015 and 2020
Figure 52: Women's Footwear Sales Value and Growth (CAD billion, %) 2015-2020
Figure 53: Men's Footwear Sales Value and Growth (CAD billion, %) 2015-2020
Figure 54: Children's Footwear Sales Value and Growth (CAD billion, %) 2015-2020
Figure 55: Online Spend in Footwear 2015-2020
Figure 56: Online Share of total Footwear Spend 2015 and 2020
Figure 57: Spending per Channel in Footwear (%) 2015 and 2020
Figure 58: Share of Books, News, and Stationery in overall Retail 2015 and 2020
Figure 59: Retail Sales Value and Growth (CAD billion, %) of Books, News, and Stationery 2015-2020
Figure 60: Spend per Head on Books, News, and Stationery 2015 and 2020
Figure 61: Online Spend in Books, News, and Stationery 2015-2020
Figure 62: Online Share of total Books, News, and Stationery Spend 2015 and 2020
Figure 63: Spending per Channel in Books, News, and Stationery (%) 2015 and 2020
Figure 64: Share of Electrical and Electronics in overall Retail 2015 and 2020
Figure 65: Retail Sales Value and Growth (CAD billion, %) of Electrical and Electronics 2015-2020
Figure 66: Spend per Head on Electrical and Electronics 2015 and 2020
Figure 67: Online Spend in Electrical and Electronics 2015-2020
Figure 68: Online Share of total Electrical and Electronics Spend 2015 and 2020
Figure 69: Spending per Channel in Electrical and Electronics (%) 2015 and 2020
Figure 70: Share of Food and Grocery in overall Retail 2015 and 2020
Figure 71: Retail Sales Value and Growth (CAD billion, %) of Food and Grocery 2015-2020
Figure 72: Spend per Head on Food and Grocery 2015 and 2020
Figure 73: Online Spend in Food and Grocery 2015-2020
Figure 74: Online Share of total Food and Grocery Spend 2015 and 2020
Figure 75: Spending per Channel in Food and Grocery (%) 2015 and 2020
Figure 76: Share of Health and Beauty in overall Retail 2015 and 2020
Figure 77: Retail Sales Value and Growth (CAD billion, %) of Health and Beauty 2015-2020
Figure 78: Spend per Head on Health and Beauty 2015 and 2020
Figure 79: Online Spend in Health and Beauty 2015-2020
Figure 80: Online Share of total Health and Beauty Spend 2015 and 2020
Figure 81: Spending per Channel in Health and Beauty (%) 2015 and 2020
Figure 82: Share of Furniture and Floor Coverings in overall Retail 2015 and 2020
Figure 83: Retail Sales Value and Growth (CAD billion, %) of Furniture and Floor Coverings 2015-2020
Figure 84: Spend per Head on Furniture and Floor Coverings 2015 and 2020
Figure 85: Online Spend in Furniture and Floor Coverings 2015-2020
Figure 86: Online Share of total Furniture and Floor Coverings Spend 2015 and 2020
Figure 87: Spending per Channel in Furniture and Floor Coverings (%) 2015 and 2020
Figure 88: Share of Home and Garden Products in overall Retail 2015 and 2020
Figure 89: Retail Sales Value and Growth (CAD billion, %) of Home and Garden Products 2015-2020
Figure 90: Spend per Head on Home and Garden Products 2015 and 2020
Figure 91: Online Spend in Home and Garden Products 2015-2020
Figure 92: Online Share of total Home and Garden Products Spend 2015 and 2020
Figure 93: Spending per Channel in Home and Garden Products (%) 2015 and 2020
Figure 94: Share of Music, Video, and Entertainment Software in overall Retail 2015 and 2020
Figure 95: Retail Sales Value and Growth (CAD billion, %) of Music, Video, and Entertainment Software 2015-2020
Figure 96: Spend per Head on Music, Video, and Entertainment Software 2015 and 2020
Figure 97: Online Spend in Music, Video, and Entertainment Software 2015-2020
Figure 98: Online Share of total Music, Video, and Entertainment Software Spend 2015 and 2020
Figure 99: Spending per Channel in Music, Video, and Entertainment Software (%) 2015 and 2020
Figure 100: Share of Sports and Leisure Equipment in overall Retail 2015 and 2020
Figure 101: Retail Sales Value and Growth (CAD billion, %) of Sports and Leisure Equipment 2015-2020
Figure 102: Spend per Head on Sports and Leisure Equipment 2015 and 2020
Figure 103: Online Spend in Sports and Leisure Equipment 2015-2020
Figure 104: Online Share of total Sports and Leisure Equipment Spend 2015 and 2020
Figure 105: Spending per Channel in Sports and Leisure Equipment (%) 2015 and 2020
Figure 106: Share of Jewelry, Watches, and Accessories in overall Retail 2015 and 2020
Figure 107: Retail Sales Value and Growth (CAD billion, %) of Jewelry, Watches, and Accessories 2015-2020
Figure 108: Spend per Head on Jewelry, Watches, and Accessories 2015 and 2020
Figure 109: Online Spend in Jewelry, Watches, and Accessories 2015-2020
Figure 110: Online Share of total Jewelry, Watches, and Accessories Spend 2015 and 2020
Figure 111: Spending per Channel in Jewelry, Watches, and Accessories (%) 2015 and 2020
Figure 112: Share of Luggage and Leather Goods in overall Retail 2015 and 2020
Figure 113: Retail Sales Value and Growth (CAD billion, %) of Luggage and Leather Goods 2015-2020
Figure 114: Spend per Head on Luggage and Leather Goods 2015 and 2020
Figure 115: Online Spend in Luggage and Leather Goods 2015-2020
Figure 116: Online Share of total Luggage and Leather Goods Spend 2015 and 2020
Figure 117: Spending per Channel in Luggage and Leather Goods (%) 2015 and 2020
Figure 118: The Triangulated Market Sizing Methodology

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