Consumer Attitudes and Online Retail Dynamics in Canada, 2015-2020

Description: Although the development of the Canadian economy is strong, with robust economic integration with the United States, the e-commerce market is still lagging well behind other developed nations in the world. This can be attributed to customers and their concerns around security, as well as lack of clarity around shipping purchases and returns, which is driving Canadian consumers to physical shops as opposed to online shopping.

Key Findings

- Online retailing has high potential compared to conventional channels, and is expected to grow at a CAGR of 14% over the forecast period
- Growing internet penetration will act as a catalyst for the emerging online shopping market
- Electrical and electronics was the largest product group, with total sales of CAD3.8 billion, or 42.9% of total online retail sales in 2015
- There will be a need for a well-integrated multichannel retailing strategy

Synopsis

"Consumer Attitudes and Online Retail Dynamics in Canada, 2015-2020" provides data for historic and forecast online retail sales, and also includes information on the business environment and country risk related to Canada's online retail environment. In addition, it analyses the key consumer trends influencing Canada's online retail industry.

What else does this report offer?

- It provides in-depth analysis of the latest trends in online consumer shopping, covering the factors driving online 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, and other macroeconomic factors
- Based on the latest data, the report not only provides details of the size and growth of this increasingly important channel, it also provides essential context on the penetration of online sales by product groups, how growth has developed over time, and key factors, with forecasts, that will drive this market in the future

Reasons To Buy

- Understand which products will be the major winners and losers in the online arena in the coming years
- Get an in-depth analysis of the latest trends in online retailing in Canada, covering the factors driving online spending across the categories
- Learn from best practice approaches outlined in the case studies of leading online retailers by examining their unique retailing attitudes and reviewing innovative retailers, which provides insights and ideas to remain competitive and profitable
1 Introduction
1.1 What is this Report About?

2 Executive Summary

3 Market at a glance

4 Consumer Insight: Online Shoppers Attitudes and Behavior
4.1 Overview of Canada's Online Shopping Environment
4.1.1 Growing internet penetration acting as a catalyst for emerging online shopping market
4.1.2 Fixed broadband penetration increasing at a steady rate
4.1.3 Increasing use of mobile Internet will boost mobile shopping
4.2 Consumer Attitudes and Behaviour
4.2.1 E-Commerce Will Grow, but Brick and Mortar Will Still Dominate
4.2.2 Value-Conscious Canadians Look beyond Their Purview
4.2.3 The Need for a Well-Integrated Multichannel Retailing Strategy

5 Online Channel Dynamics
5.1 The Online Channel's Share of Total Retail Sales
5.1.1 Canada online vs. offline channel forecasts
5.1.2 Online penetration: global and regional comparisons
5.2 Channel Dynamics
5.2.1 Canada retail channel dynamics - future performance
5.2.2 Channel group share development
5.2.3 Individual channel performance
5.3 Category Dynamics
5.3.1 Online vs. offline retail sales comparison by category group, 2015
5.3.2 Online retail market dynamics by category
5.3.3 Online retail sales share by category group
5.3.4 Online retail sales growth by individual category
5.3.5 Food and grocery categories: market size and forecasts
5.3.6 Electrical and Electronics categories: market size and forecasts
5.3.7 Music, video, and entertainment software categories: market size and forecasts
5.3.8 Apparel, accessories, luggage and leather goods categories: size and forecasts
5.3.9 Books, News and Stationery categories: Market Size and Forecasts
5.3.10 Sports and Leisure equipment categories: market size and forecasts
5.3.11 Furniture and floor coverings categories: market size and forecasts
5.3.12 Home and Garden categories: market size and forecasts
5.3.13 Health and Beauty categories: market size and forecasts

6 Case Studies: Leading Online Retailers in Canada
6.1 Retailer 1: Canadian Tire
6.1.1 Business Description
6.1.2 Site Experience
6.2 Retailer 2: SHOP.CA
6.2.1 Business Description
6.2.2 Site Experience
6.3 Other Innovative Retailers in Canada
6.3.1 Best Buy Canada
6.3.2 SHOP.CA

7 Appendix
7.1 Definitions
7.1.1 This report provides 2015 actual sales; while forecasts are provided for 2016 - 2020
7.2 Summary Methodology
7.2.1 Overview
7.2.2 The triangulated market sizing method
7.2.3 Industry surveys in the creation of retail market data
7.2.4 Quality control and standardized processes
7.3 About Author
7.4 Disclaimer

List of Tables
Table 1: Online Retail Sales in Canada, 2015 and 2020
Table 2: Canada Online vs. Offline Retail Sales and Forecast (CAD billion), 2010-2020
Table 3: Canada Online vs. Offline Retail Sales and Forecast (US$ billion), 2010-2020
Table 4: Canada Online vs. Offline Retail Sales and Forecast (% Share), 2010-2020
Table 5: Canada Online Sales vs. Global Average, 2010, 2015 and 2020
Table 6: Canada Online Sales vs. North America, 2010, 2015 and 2020
Table 7: Canada Overall Retail Segmentation (CAD billion) by Channel Group, 2010-2020
Table 8: Canada Channel Retail Sales and Forecast (CAD billion) by Channel Group, 2010-2020
Table 9: Canada Channel Retail Sales and Forecast (US$ billion) by Channel Group, 2010-2020
Table 10: Canada Channel Retail Sales and Forecast (% Share) by Channel Group, 2010-2020
Table 11: Canada Channel Retail Sales and Forecast (CAD million), Online vs. Offline, 2015
Table 12: Canada Channel Retail Sales and Forecast (US$ million), Online vs. Offline, 2015
Table 13: Canada Overall Retail Sales in Food and Grocery Categories (CAD million), 2010-2020
Table 14: Canada Overall Retail Sales in Food and Grocery Categories (US$ million), 2010-2020
Table 15: Canada Online Retail Sales and Forecast (CAD million) by Category Group, 2010-2020
Table 16: Canada Online Retail Sales and Forecast (US$ million) by Category Group, 2010-2020
Table 17: Canada Total and Online Retail Sales in Food and Grocery Categories (CAD million), 2010-2020
Table 18: Canada Total and Online Retail Sales in Food and Grocery Categories (US$ million), 2010-2020
Table 19: Canada Total and Online Retail Sales in Electrical and Electronics Categories (CAD million), 2010-2020
Table 20: Canada Total and Online Retail Sales in Electrical and Electronics Categories (US$ million), 2010-2020
Table 21: Canada Total and Online Retail Sales in Musical Instruments Categories (CAD million), 2010-2020
Table 22: Canada Total and Online Retail Sales in Musical Instruments Categories (US$ million), 2010-2020
Table 23: Canada Total and Online Retail Sales in Apparel, Accessories, Luggage and Leather Categories (CAD million), 2010-2020
Table 24: Canada Total and Online Retail Sales in Apparel, Accessories, Luggage and Leather Categories (US$ million), 2010-2020
Table 25: Canada Total and Online Retail Sales in Home and Garden Products Categories (CAD million), 2010-2020
Table 26: Canada Total and Online Retail Sales in Home and Garden Products Categories (US$ million), 2010-2020
Table 27: Canada Total and Online Retail Sales in Books, News and Stationery Categories (CAD million), 2010-2020
Table 28: Canada Total and Online Retail Sales in Books, News and Stationery Categories (US$ million), 2010-2020
Table 29: Canada Total and Online Retail Sales in Health and Beauty Categories (CAD million), 2010-2020
Table 30: Canada Total and Online Retail Sales in Health and Beauty Categories (US$ million), 2010-2020
Table 31: Canada Total and Online Retail Sales in Sports and Leisure Equipment Categories (CAD million), 2010-2020
Table 32: Canada Total and Online Retail Sales in Sports and Leisure Equipment Categories (US$ million), 2010-2020
Table 33: Canada Exchange Rate CAD-US$ (Annual Average), 2010-2015
Table 34: Canada Exchange Rate CAD-US$ (Annual Average), 2016-2020 Forecasts
Table 35: Conlumino Retail Channel Definitions
Table 36: Conlumino Retail Category Definitions

List of Figures

Figure 1: Share of Online Retail Sales in Total Retail Sales, 2015 and 2020
Figure 2: Canada GDP Growth Rate, 2010-2015
Figure 3: Total Internet Users and Penetration, 2010-2015
Figure 4: Total Fixed Broadband Subscribers and Penetration, 2010-2015
Figure 5: Mobile Phone Subscribers and Penetration, 2010-2015
Figure 6: Value-Conscious Canadians Look beyond Their Purview: The "Made-in-Canada" Advantage
Figure 7: Regional Mobile Broadband Users and its Penetration, 2012 and 2017
Figure 8: Regional Mobile Broadband Users and its Penetration, 2012 and 2017
Figure 9: Canada Online and Offline Retail Sales and Forecast (CAD billion), 2010-2020
Figure 10: Canada Online Sales vs. Global Average (% of Total Retail), 2010, 2015 and 2020
Figure 11: Canada Online Sales vs. North American Countries Average (% of Total Retail)
Figure 12: Canada Overall Retail Market Dynamics by Channel Group, 2010-2020
Figure 13: Canada Retail Sales and Forecast (CAD billion) by Channel Group, 2010-2020
Figure 14: Canada Retail Sales, Online vs. Offline, 2015
Figure 15: Canada Online Market Dynamics by Category Group, 2010-2020
Figure 16: Canada Online Retail Sales and Forecast (CAD million) by Category Group, 2010-2020
Figure 17: Canadian Tire: Mobile Version for the iPhone, iPad, Android and BlackBerry devices
Figure 18: Canadian Tire: Customer Reviews and Ratings
Figure 19: Canadian Tire: Customer Reviews and Ratings
Figure 20: SHOP.CA: Mobile Version for the iPhone and Android devices
Figure 21: SHOP.CA: Customer Ratings
Figure 22: Best Buy Canada: Ship-From-Store Option
Figure 23: SHOP.CA: Drone Delivery
Figure 24: The Triangulated Market Sizing Methodology

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