CANADA B2C E-COMMERCE MARKET 2015
GENERAL INFORMATION

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QUESTIONS ANSWERED IN THIS REPORT
How large is the B2C E-Commerce market in Canada?
What growth rates are predicted for B2C E-Commerce sales in this country?
Which important B2C E-Commerce trends can be observed in Canada?
Who are the leading players in online retail in this country?

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B2C E-COMMERCE IN CANADA IS DOMINATED BY US-BASED RETAILERS

In North America, Canada is overshadowed by the size of the neighboring US B2C E-Commerce market. But according to the latest forecasts, cited in yStats.com's report, online retail in Canada is predicted to grow faster than the US market in the next several years. Canada ranks in the top ten B2C E-Commerce markets worldwide in terms of sales and is praised for its advanced infrastructure and consumer behavior. Rising online shopper penetration and spending, mobile commerce development and improved local offerings are expected to be the main growth drivers in Canada in the next few years.

M-Commerce sales generated on smartphones and tablets are predicted to account for over half of total B2C E-Commerce in Canada in near future. Omnichannel is also gaining pace, as consumers cross the online and offline channels to find the best offering. Another important attribute of B2C E-Commerce in Canada is cross-border online shopping. In 2014, more than half of online shoppers in the country purchased cross-border due to lower prices and better product selection. However, yStats.com's research shows that the weaker Canadian dollar with respect to the US dollar could moderate the cross-border trend. As of mid-2015, more than half of consumers in Canada believed that cross-border shopping from the USA, whether online or in-store, has become a costlier option.

The leading B2C E-Commerce players in Canada over the past years have been US-based merchants. Of them, the largest in 2014 was Amazon, with its Amazon.com and Amazon.ca online shops. Also this year, Amazon's websites rank the highest among online retail websites in Canada, followed by eBay's marketplaces and other US-based retailers such as BestBuy and Wal-Mart. Furthermore, Chinese marketplaces, including Alibaba Group's Aliexpress.com and Alibaba.com websites, also appear in the top 10 most popular E-Commerce websites.
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14% of smartphone subscribers in Canada “Purchased Goods/Services” via smartphone browsers and 8% via applications.

Canada: Retail Activities Carried Out On Smartphone, by Browser and Application, in % of Smartphone Subscribers, December 2014

- Compared Product Prices: 20% (Browser), 6% (Application)
- Researched Product Features: 19% (Browser), 7% (Application)
- Checked Product Availability: 19% (Browser), 6% (Application)
- Found Coupons/Deals: 15% (Browser), 9% (Application)
- Purchased Goods/Services: 14% (Browser), 10% (Application)
- Used Deal-a-Day/Group Shopping: 8% (Browser), 6% (Application)
- Made Shopping Lists: 18% (Browser), 9% (Application)

Note: ages 13+, does not add up to 100% due to multiple answers possible
Source: ComScore cited by Acweb, April 2015

In 2014, 76% of households in Canada made purchases via the Internet.

Canada: Online Shopper Penetration Rate, in % of Households, 2014

- Households Shopping Online: 76%
- Others: 24%

Source: Canada Post cited by Huffington Post, May 2015
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- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
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- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

METHODOLOGY OF OUR CANADA B2C E-COMMERCE MARKET 2015 REPORT

- In this country report, major trends in the B2C E-Commerce market, sales figures, B2C E-Commerce share of the total retail market, main online product categories, and relevant information about Internet users, online shoppers, payment and delivery methods, and leading E-Commerce companies are included.
- The report starts with an overview of the B2C E-Commerce market and international comparisons, where the relevant country is compared to other countries worldwide and in the region in terms of criteria relevant to B2C E-Commerce.
- The “Trends” section includes an overview of market trends, such as cross-border B2C E-Commerce, M-Commerce and omnichannel.
- The section “Sales & Shares” includes the development of B2C E-Commerce sales, including forecasts. Furthermore, this section shows the development of B2C E-Commerce’s share of total retail sales.
- In the “Users & Shoppers” section, information about Internet penetration and online shoppers is included.
- Afterwards, the section “Products” shows the leading product categories among online shoppers.
- The next two sections, “Payment” and “Delivery”, cover information related to delivery and payment methods most used by online shoppers.
- Finally, the “Players” section includes information about the leading E-Commerce players, such as online retailers and marketplaces.
# CANADA B2C E-COMMERCE MARKET 2015

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2.3 If you order one of our "Full Access Subscription" please contact us at any time through the contact page on our website. You will be able to download the latest report as soon as your order is confirmed. However, if we receive your order in the middle of the month, you will be charged for the full month.

2.4 If you order our product "Market Reports", you gain access to the ordered report as identified in the Report Order Form and you may use that report in accordance with Section 5.3 below and the other provisions of the Contract.

2.5 To purchase one of our Full Access Subscriptions, please contact us through the appropriate forum on our website. You will be able to login to our homepage, then select your order of choice, through which we will forward an Order Form to be filled out signed by a duly authorized representative. Once this Order Form has been completed and signed, please send the Order Form via facsimile or email with PDF-attachment. Upon receipt of the completed Order Form, we will send an invoice detailing price of the "Full Access Subscription" and payment method options. Upon successful processing of payment, access and login details will be forwarded to the purchaser within two (2) business days. The provision of this information constitutes the acceptance you should not have been provided with a separate acceptance in writing.

2.6 If you order one of our "Full Access Subscription" please contact us at any time through the contact page on our website. You will be able to download the latest report as soon as your order is confirmed. However, if we receive your order in the middle of the month, you will be charged for the full month.

3. CUSTOM RESEARCH OFFERS & ORDERS

3.1 Unless expressly agreed upon by our customer(s) and us in writing, the contents of our offers may not be made available in whole or in part to any third party outside your organization.

3.2 With respect to any custom research orders, we shall offer to you in the form of a Research Order Form as a PDF, accompanied with a proposal stating the nature of the issue to be researched, the services to be performed, the time required for the study, structure of payments (if any) and the total fee. You accept this offer by completing the Research Order Form, having a duly authorized representative sign the Research Order Form and then submitting the Research Order Form to us via facsimile or email with PDF-attachment.

4. TERMS OF PAYMENT

4.1 All prices for online orders are to be derived exclusively from the Order Form and/or the documents referenced therein. All prices for orders placed via the online shop are those which are displayed on our website. All prices are net and without transportation costs, if applicable. Value Added Tax, if applicable, at the statutory rate shall be added to all fees payable hereunder.

4.2 For all services that go beyond the scope as agreed under the Order Form, a reasonable additional fee for these services shall be discussed and agreed upon with the customer before commencement of any work and will be billed on the final invoice of the alleged services hereunder.

4.3 We will send our invoice to you upon execution of the Contract, unless agreed otherwise in the Order Form. In the event that you order our product "Full Access Subscription", we will send our invoice for the first contract year upon execution of the Contract. Any invoice(s) for any subsequent contract year(s), will be sent to you at the beginning of each contract year.

4.4 All payments shall be due and payable immediately upon the date set forth in the Invoice, without any deductions. Products will not be dispatched and services will not commence until successful processing of payment, excluding the case of custom research orders, in which structured payment terms will be outlined on the Order Form.

5. ALL CUSTOMER RIGHTS OF RETENTION ON CANCELLATION AND TERMINATION

5.1 All copyrights and other intellectual property rights in connection with our products and all contents of our webpage are the property of yStats.com GmbH & Co. KG. This includes, but is not limited to, every part of the Website, its design, outward appearance, compilation, such as ideas, data, information, publications, development, publication, translation, transfer or sale, reproduction, create derivative works from, distribute, perform, display, or in any way make the products available by us, in whole or in part, except as expressly permitted under the Contract.

5.2 We, as well as any original sources contained within our product, must expressly be named as the author of any data the customer processes further as commercially contracted.