

THE MORE THE MERRIER



2017



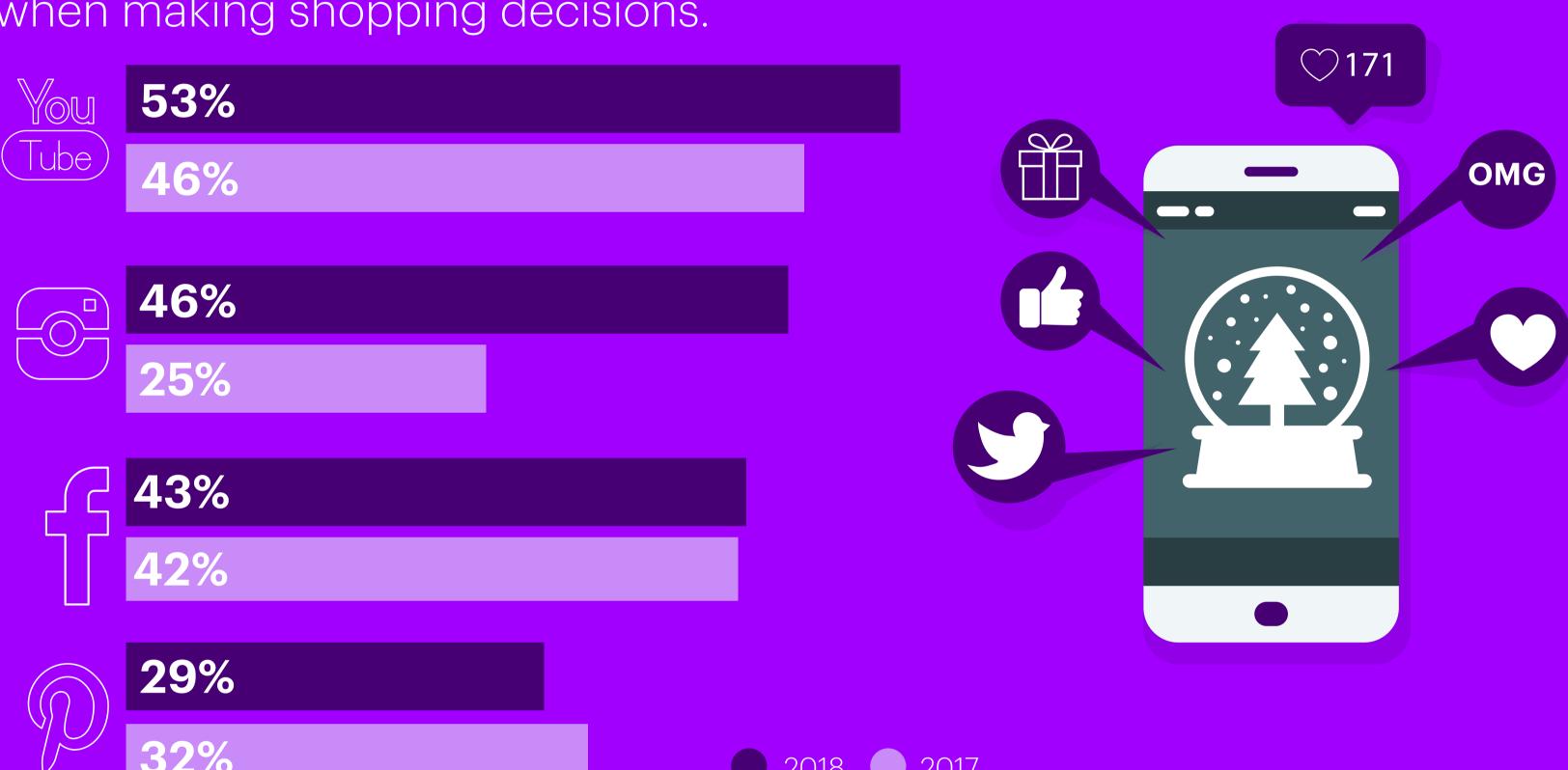
Canadians are spending more with Gen X taking majority of the fruitcake.

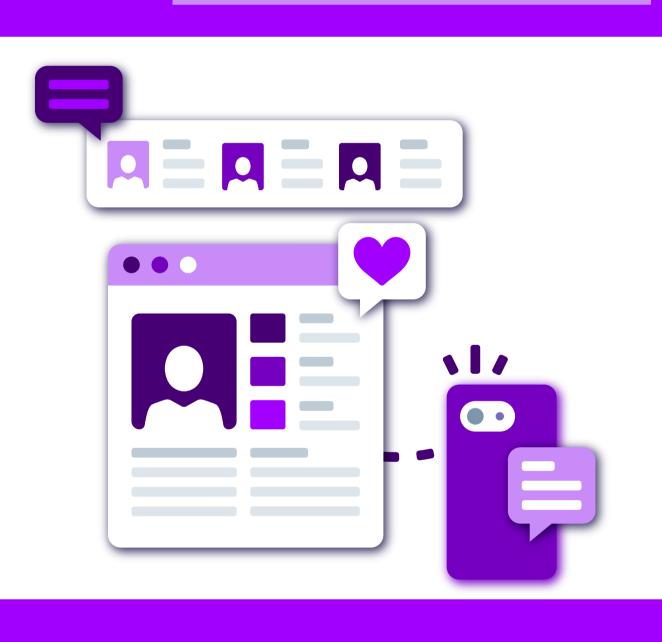
32% increase in 2018 of shoppers choosing to shop Canadian instead.



'TIS THE SEASON TO GET SOCIAL

Canadian shoppers increasingly use social media when making shopping decisions.



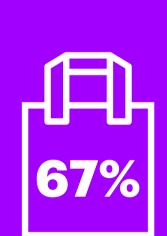


3796

of Canadians, many of whom are millennials, use social media when buying for people they don't regularly shop for.

SHOPPING IS SHARING, SHARING IS CARING

Shoppers expect retailers to be socially-conscious



of shoppers actively look for retailers that offer a fair and wide product range that caters to most or all demographics



of shoppers believe retailers have a duty to address wider social and political issues with regards to diversity



of shoppers plan to make their money count by doing business with retailers that reflect their values



ALEXA, BUY MY GIFTS ...?

Few Canadian shoppers currently use virtual services to buy, but the majority are eager to try it.

