

2018 CANADA HOLIDAY SHOPPING



THE MORE THE MERRIER



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

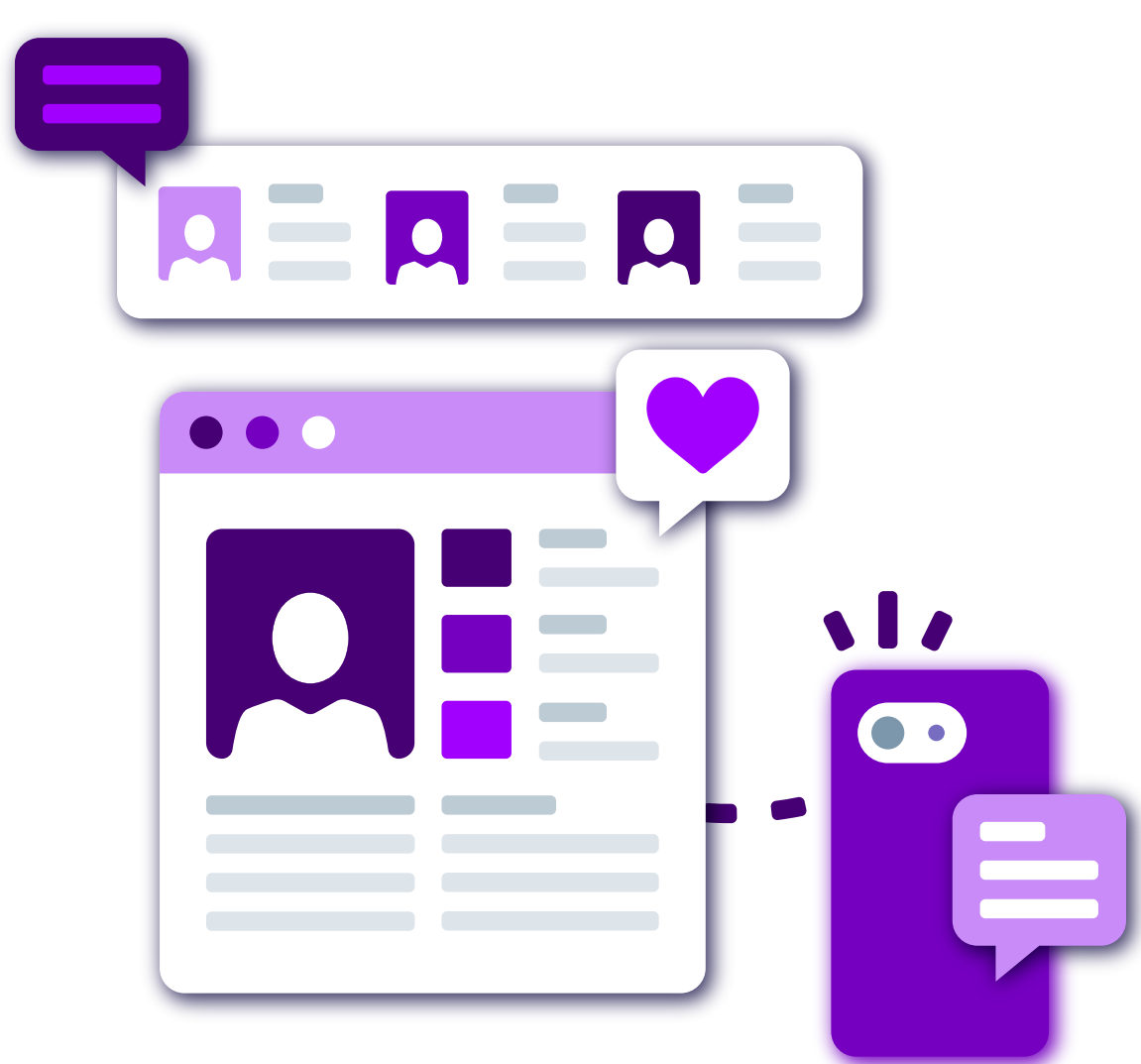
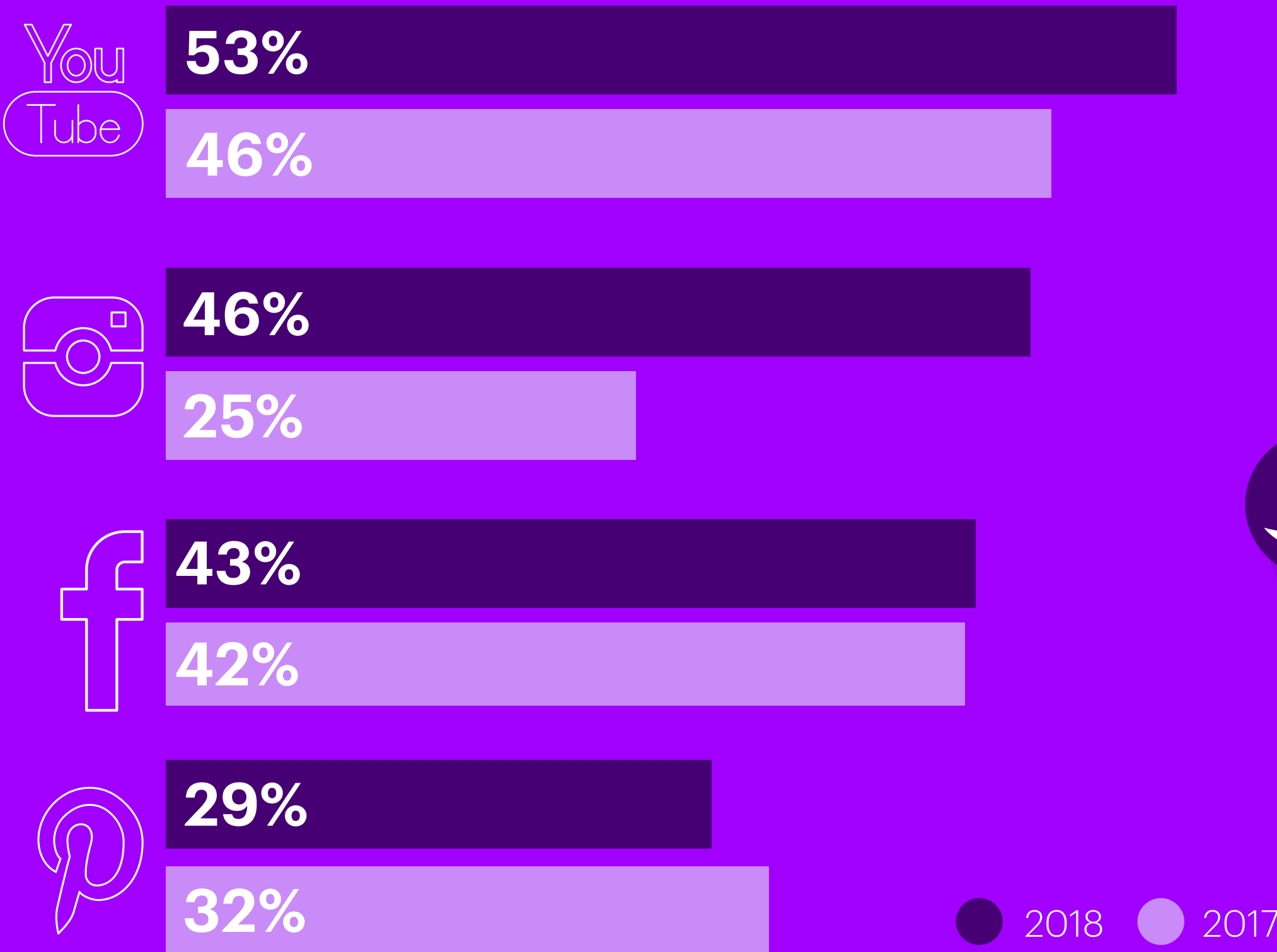
32%

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.



37%

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

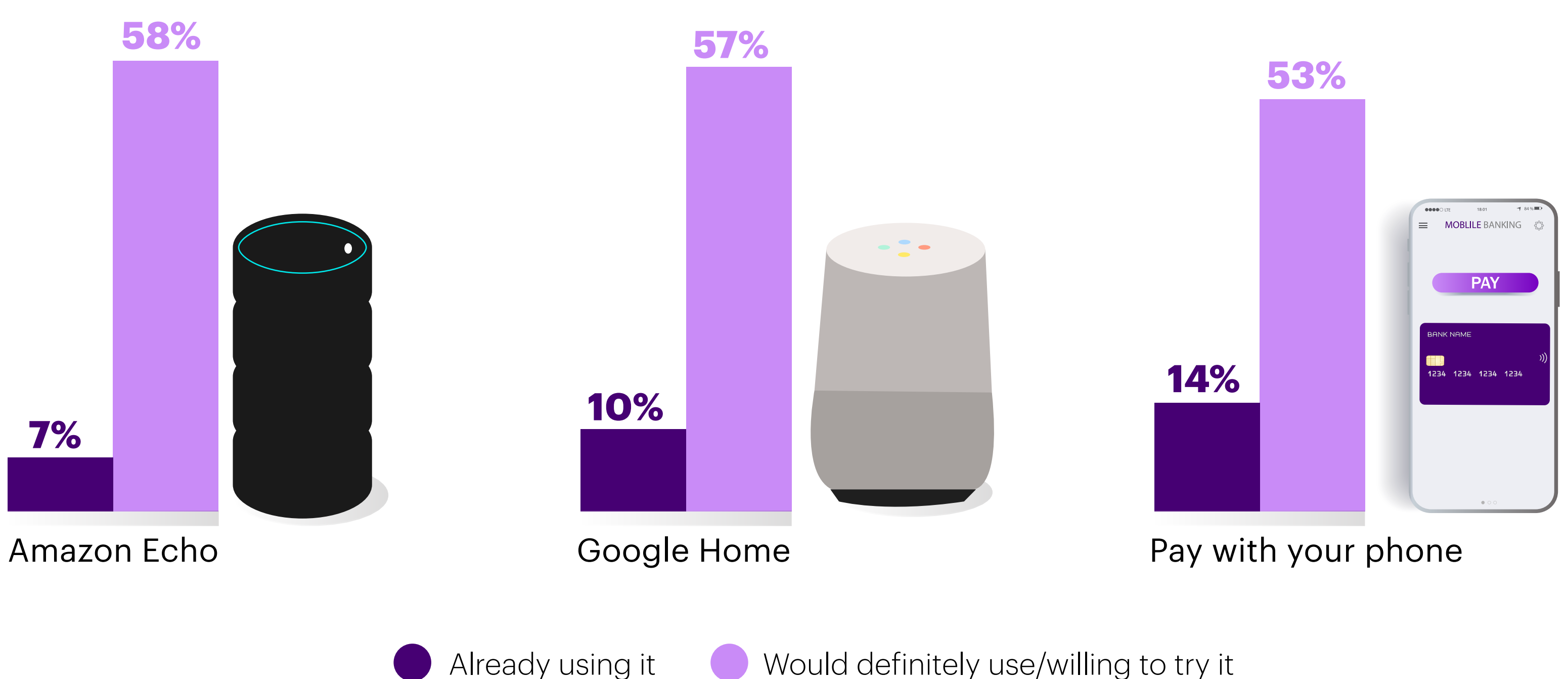
SHOPPING IS SHARING, SHARING IS CARING

Shoppers expect retailers to be socially-conscious



ALEXA, BUY MY GIFTS...?

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



● Already using it ● Would definitely use/willing to try it