



# CANADA

**With a swift government-ordered shutdown in the early months of the pandemic, consumers in Canada had to adapt quickly to getting the goods they needed without a trip to the store. Discover the long-term impacts COVID-19 has had on how Canadians shop.**



# Consumer Spending During COVID-19

Canadian consumers have experienced steady retail spending throughout 2020. While it is comparable to the data on U.S. consumer spending, Canadians reported they were slightly more hesitant to spend during the pandemic and yet still expect to spend more this year than they did last year during the height of the lockdown.

## Introduction

About the Study

Key Term Glossary

## Key Insights

### Research Data by Country

Canada

United States

United Kingdom

Australia

## Review

The Timeline of COVID-19

Global Pulse on Expectations

About ShipStation

**35%**

of Canadian consumers report that they spent *more* in 2020 than they did in 2019

**33%**

spent roughly the same in 2020 as they had in 2019

**34%**

expect to spend more in 2021 than they did in 2020

ONLY  
**32%**

reported spending less in 2020 than they did in 2019

ONLY  
**18%**

anticipate spending less in 2021 than they did in 2020

# Consumer Spending During COVID-19



## Introduction

About the Study

Key Term Glossary

## Key Insights

### Research Data by Country

Canada

United States

United Kingdom

Australia

## Review

The Timeline of COVID-19

Global Pulse on Expectations

About ShipStation

The spending didn't stop at the big-box retailers though. Despite higher prices, more than three quarters of those surveyed said that they were more likely to shop small during the pandemic in an effort to support their local economy. **6 in 10** even said they would be willing to pay slightly higher prices for a product in order to support a small business.

Even more surprisingly, **62%** of consumers said that they would be willing to pay for shipping in order to support a small, local and/or independent retailer.

**76%**

report that they have chosen to shop with small, local, and/or independent retailers in order to support their local economy in recovering from the COVID-19 pandemic

**47%**

say they have discovered a new small ecommerce retailer via social media in the last year

**73%** of these respondents then made a purchase through a retailers website

**Overall, Canadians report feeling more financially sound and have less hesitancy around spending. But the method in which Canadians shop may have been altered forever, with the majority preferring to shop online even after restrictions are lifted.**

**51%**

report that they feel more financially stable than they did a year ago almost— and more comfortable spending money

**43%**

agree they are spending more in anticipation of going more places and participating in more activities as the pandemic ebbs

**59%**

say that they will prefer to shop online instead of in stores, even after the COVID-19 pandemic is over

# Adapting to Supply Chain Anxiety



**Introduction**

About the Study

Key Term Glossary

**Key Insights**

Research Data by Country

Canada

United States

United Kingdom

Australia

**Review**

The Timeline of COVID-19

Global Pulse on Expectations

About ShipStation

While the supply chain suffered greatly around the world during COVID-19, Canadians have adapted better than other nations when it comes to hoarding in-demand products. The majority of Canadian consumers are still buying in bulk due to the anxiety of potentially being unable to restock, but it's **18% fewer** consumers than in the U.S.



53%

say that they were buying in bulk and/or buying increased volume of product due to accessibility concerns

**Introduction**

About the Study

Key Term Glossary

**Key Insights**

Research Data by Country

Canada

United States

United Kingdom

Australia

**Review**

The Timeline of COVID-19

Global Pulse on Expectations

About ShipStation

# Online Shopping Across Retail Verticals

In quarantine, consumers were forced to get comfortable buying a wide variety of products online. And in Canada there was a dramatic increase in the adoption of the digital buying process across retail verticals.

**75%**

say that quarantine pushed them to buy items online that they would typically only purchase in-store before the pandemic

**74%**

say they are shopping online more as a result of the COVID-19 pandemic

**61%**

agreed that buying online is easier than it was one year ago

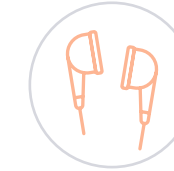
**76%**

say buying online offers a **better experience** now than it did one year ago

## Products consumers preferred to buy online:

### PREFERRED BEFORE COVID-19

ELECTRONICS & TOYS



### PREFERRED AFTER COVID-19

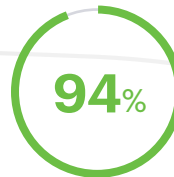
APPAREL & FASHION



HOME DECOR



BEAUTY/  
PERSONAL  
CARE  
PRODUCTS



## Products consumers still prefer to buy in-store:

GROCERIES & FURNITURE





# Delivery & Pick Up Options

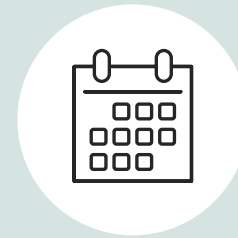
Since COVID-19, consumers have been able to enjoy and have grown to expect retailers to provide more convenient and increasingly free delivery and pickup options.

Here are 3 offerings consumers expected to see when buying online:



## Free Shipping

**75%** agreed that they expected retailers to offer free shipping during COVID-19 to counterbalance slower shipping times



## Convenient Returns

**90%** expected retailers to offer extended return windows due to potential shipping delays



## Reduced or No-Contact Pickup

**64%** of consumers have taken advantage of curbside

**58%** of consumers have used buy online, pick up in store

**Introduction**

About the Study

Key Term Glossary

**Key Insights**

Research Data by Country

Canada

United States

United Kingdom

Australia

**Review**

The Timeline of COVID-19

Global Pulse on Expectations

About ShipStation



# Delivery & Pick Up & Returns

## Introduction

About the Study

Key Term Glossary

## Key Insights

### Research Data by Country

Canada

United States

United Kingdom

Australia

## Review

The Timeline of COVID-19

Global Pulse on Expectations

About ShipStation

While COVID-19 brought too many challenges to count, there are certain conveniences and lifestyle changes we have embraced. In ecommerce, we've noticed that delivery, pickup and return options have grown in popularity among consumers even as businesses begin to reopen.

In fact, consumers are so hooked on the convenience and time savings of picking up their orders that many respondents claim these options will heavily influence their decision on whether to shop with a retailer.

60%

expect retailers to offer **curbside** indefinitely

68%

expect retailers to offer **buy online, pick up in store** indefinitely

56%

expect retailers to offer **free shipping** indefinitely

54%

expect retailers to offer **free returns** indefinitely

56%

expect retailers to offer **extended return windows** indefinitely

41%

say they're less likely to shop with retailers not offering curbside or buy online, pick up in store

While COVID-19 brought too many challenges to count, there are certain conveniences and lifestyle changes we have embraced. In ecommerce, we've noticed that **delivery, pickup and return options have grown in popularity** among consumers even as businesses begin to reopen.



# Shipping Logistics & Delays

## Introduction

About the Study

Key Term Glossary

## Key Insights

### Research Data by Country

Canada

United States

United Kingdom

Australia

## Review

The Timeline of COVID-19

Global Pulse on Expectations

About ShipStation

Overall, Canadians were very patient and understanding given the supply chain issues that arose during the height of the pandemic. However, as time has gone on, the vast majority hold retailers accountable for meeting pre-COVID expectations in regards to delivery speed.

**82%**

were forgiving of slower shipping times in 2020

**70%**

agree that COVID-19 made them lower or reset expectations around delivery speed

**78%**

now expect retailers to have figured out a way to offer the same shipping speeds as they did before COVID-19

After over a year of making most purchases online through delivery or pickup, consumers know what they're looking for when it comes to an ideal delivery experience. Overwhelmingly, they just want more visibility into the process.

**77%**

say they care more about real-time visibility into their shipping status

**93%**

want the ability to see and select shipping rates and speed during the checkout process

**91%**

want full visibility into expected shipping timelines before making the purchase



**Introduction**

About the Study

Key Term Glossary

**Key Insights**

**Research Data by Country**

Canada

United States

United Kingdom

Australia

**Review**

The Timeline of COVID-19

Global Pulse on Expectations

About ShipStation

# Shipping Logistics & Delays

Whether or not you're able to provide free shipping for the foreseeable future, maintaining visibility into your shipping timelines and delivery estimates is critical for customer satisfaction.

**91%**

expect full transparency into shipping timelines and costs

**56%**

say that COVID has not made them any more willing to pay for shipping in exchange for faster delivery





**Introduction**

About the Study

Key Term Glossary

**Key Insights**

Research Data by Country

Canada

United States

United Kingdom

Australia

**Review**

The Timeline of COVID-19

Global Pulse on Expectations

About ShipStation

# In-Store vs Online

While the large majority of consumers still prefer to avoid stores due to concerns surrounding the virus, a significant number of those surveyed also said they have resumed shopping in store as restrictions have been lifted.



**7 in 10** prefer to shop online in order to avoid germs in stores



**6 in 10** less likely to shop in stores due to concerns about COVID-19



**63%** have started shopping in stores again

**69%** feel ready to shop in stores again

RESPONDENTS SURVEYED →



FEMALE  
**51%**



MALE  
**49%**

AGE (AVG.)  
**43**

Representation across 10 of 10 provinces - live and work in Canada

