

# Canada's ecommerce sales to reach nearly \$80 billion in 2022

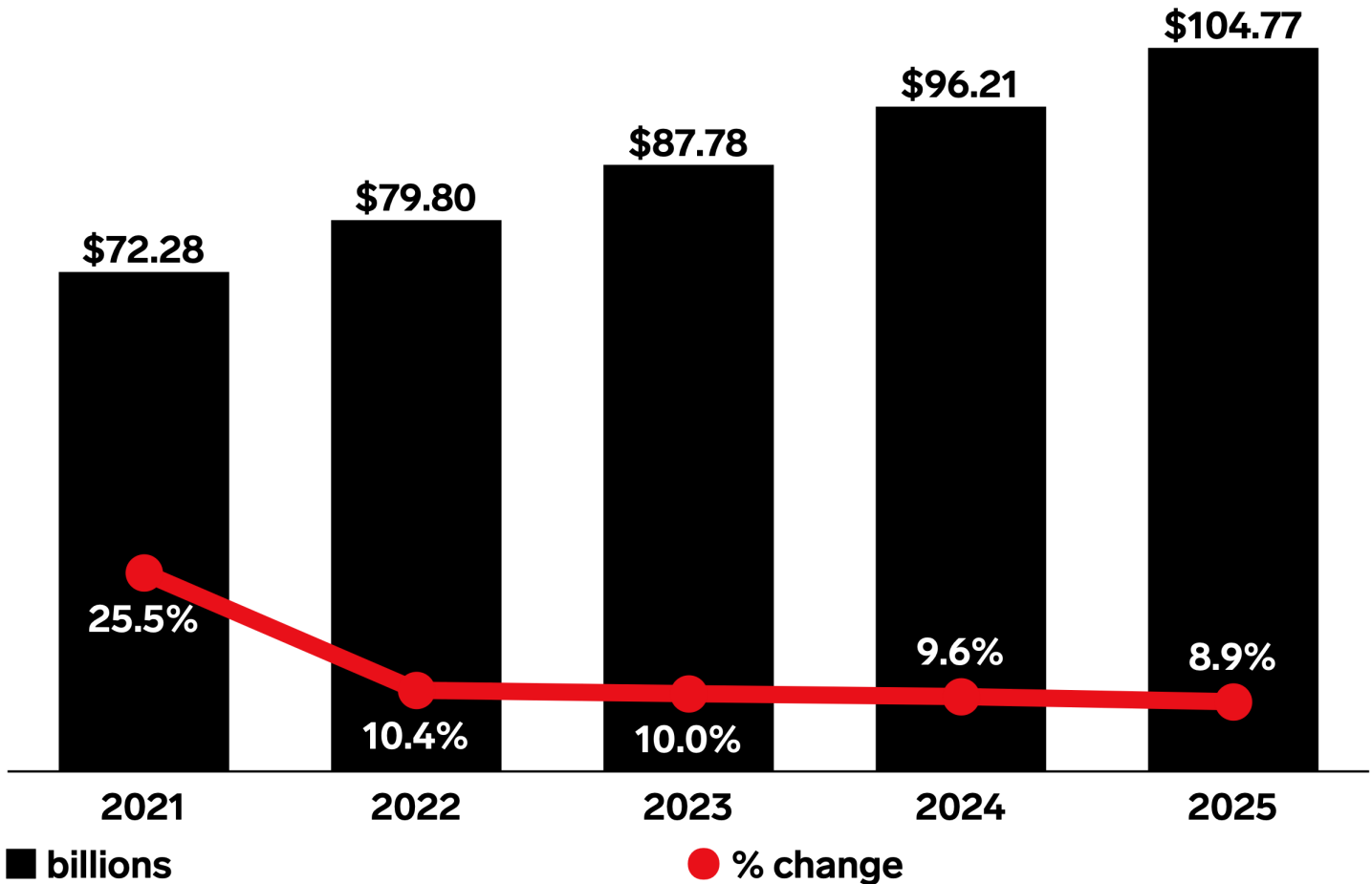
Article

**The forecast:** Ecommerce sales in Canada will reach **\$79.80 billion** in 2022, up **10.4%** year over year (YoY).

We expect ecommerce growth to remain in the double digits through 2023, and reach **\$104.77 billion** by 2025.

# Canada Retail Ecommerce Sales, 2021-2025

billions, % change



*Note: all years converted to USD using average 2020 exchange rates; Exchange Rate; includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice good sales*

Source: eMarketer, December 2021

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## Dive deeper:

- Canada's ecommerce growth was stronger than in the US in 2020 and 2021, but it will fall below the US in 2022.

- In 2021, the number of digital buyers in Canada surpassed **25 million**, which we had originally predicted to happen in 2023. By then, **80.1%** of Canadians will be digital buyers.