

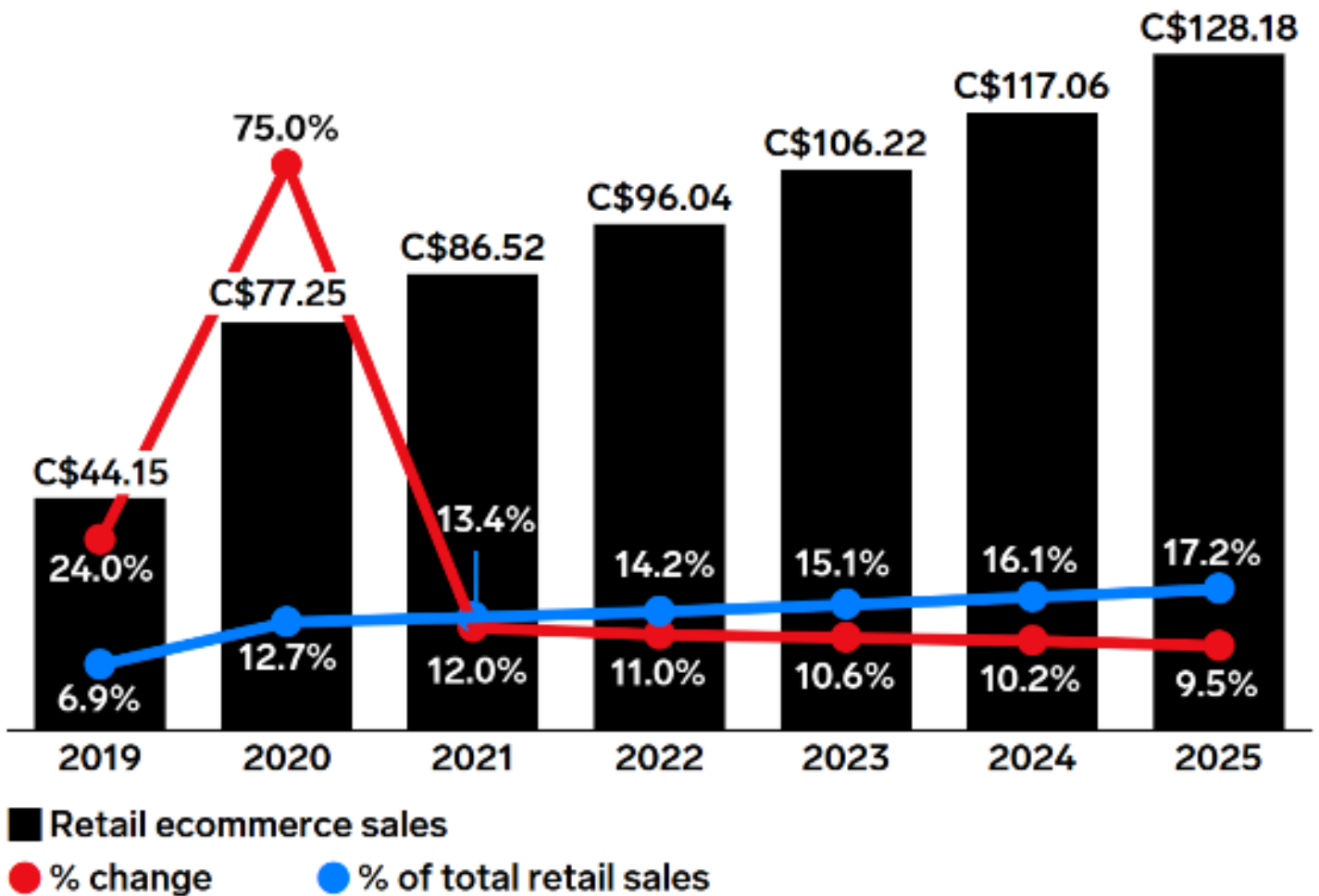
Since 2019, ecommerce sales in Canada have nearly doubled their share of overall retail sales

Article

The pandemic boosted Canada's ecommerce market robustly last year by 75.0%, making it the second-fastest-growing ecommerce market worldwide behind Argentina, at 100.6% growth.

Retail Ecommerce Sales in Canada, 2019-2025

billions of C\$, % change, and % of total retail sales



Note: includes products or services ordered using the internet, 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 goods sales

Source: eMarketer, May 2021

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“The shift to online shopping was slower to develop in Canada than other countries, notably the US, so there was plenty of room to grow,” said eMarketer principal analyst at Insider

Intelligence Paul Briggs. “The pandemic forced retailers to sell more online, and consumers lapped it up. Retail ecommerce surged ahead last year and is now a primary growth driver of retail in Canada in 2021.”

Ecommerce’s share of total retail will expand to 13.4% this year and reach 17.2% by the end of our forecast period in 2025.

Despite last year’s decline, overall retail sales in Canada will increase 6.4% year over year to \$481.40 billion, surpassing pre-pandemic levels. And it’s on track to surpass \$500 billion next year.