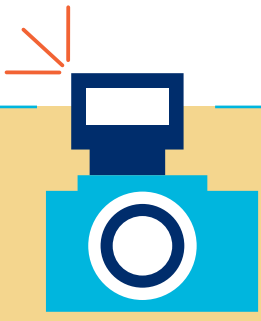


The Big Picture on eCommerce



A Snapshot of eCommerce in Canada

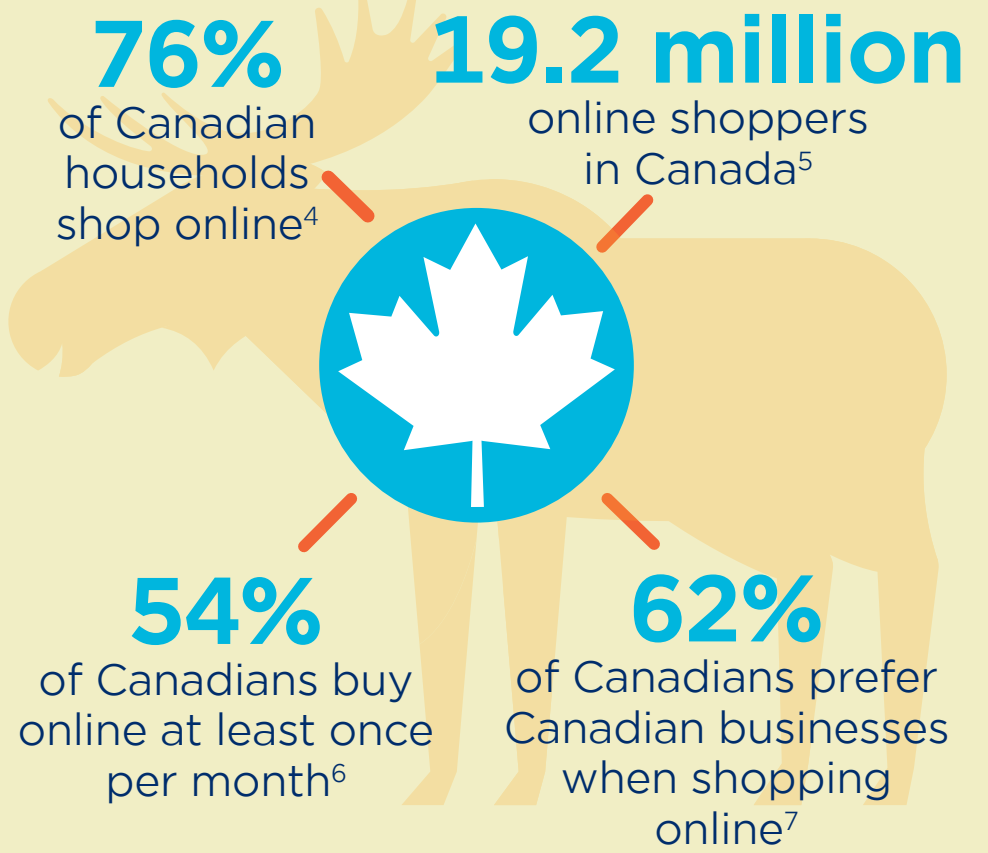
Why your products need to be online

Canadian online retail sales to hit **\$55.8 billion** by 2020¹



9%
(US\$150 billion)
of global grocery
revenue online
by 2025²

Online shopping
will account for
9.5%
of Canadian retail
sales by 2019³



What customers demand



INFORMATION

78%
of Internet users
research online
before making
purchases⁸

ACCURACY

87%
of online shoppers say
they are unlikely to buy
from a brand again after
experiencing **inaccurate**
product data⁹

IMAGES

93%
of online shoppers
say **visuals are the**
most influential
factor affecting
purchase decisions¹⁰

Empower online sales through on-pack data and high-resolution images with our fully bilingual eCommerce content service



60,000+ products in eCommerce Content

1,700+ manufacturers using the eCommerce Content Capture Service

60+ digital asset types shareable through Enrich to enhance your customer experience

16 major retailers and associations in support

1 industry-driven global standard

Use GS1 Canada's eCommerce content service and get the benefit of certified, perpetually updated content - while meeting your trading partner requirements! Find out more at info@gs1ca.org or call **1.800.567.7084**.