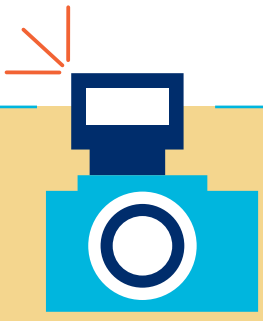




# The Big Picture on eCommerce



## A Snapshot of eCommerce in Canada

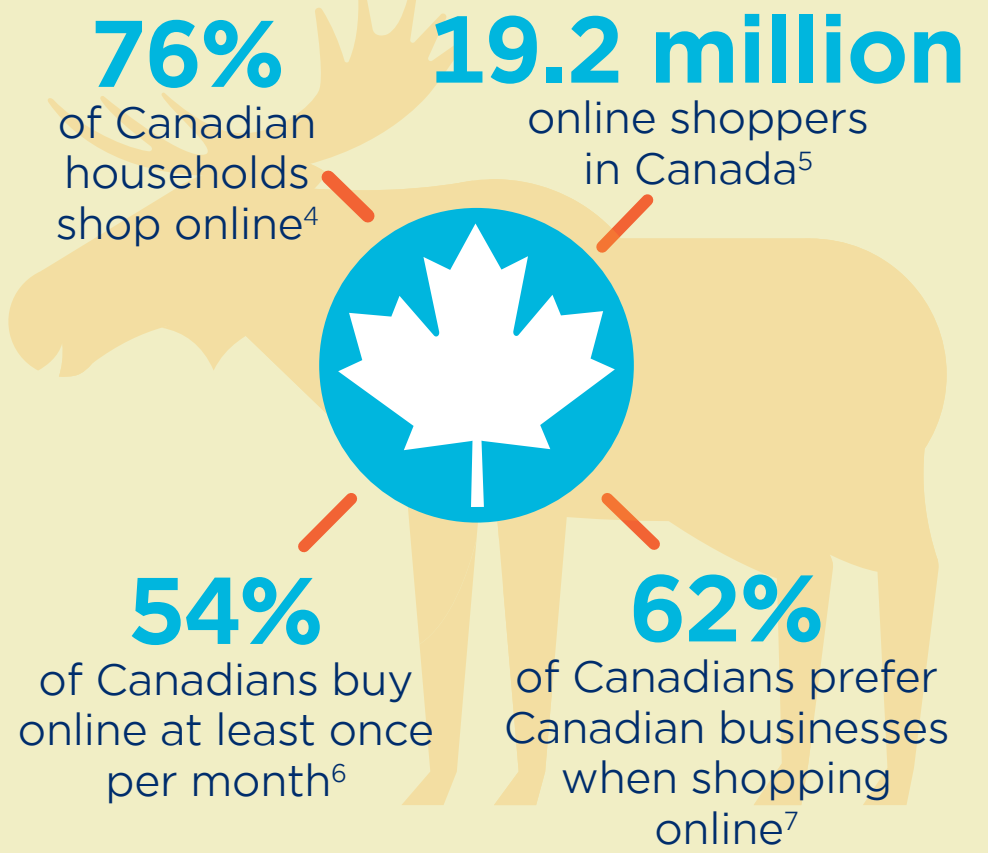
### Why your products need to be online

Canadian online retail sales to hit **\$55.8 billion** by 2020<sup>1</sup>



**9%**  
(US\$150 billion)  
of global grocery  
revenue online  
by 2025<sup>2</sup>

Online shopping  
will account for  
**9.5%**  
of Canadian retail  
sales by 2019<sup>3</sup>



### What customers demand



**INFORMATION**

**78%**  
of Internet users  
**research online**  
**before making**  
**purchases**<sup>8</sup>

**ACCURACY**

**87%**  
of online shoppers say  
they are unlikely to buy  
from a brand again after  
experiencing **inaccurate**  
**product data**<sup>9</sup>

**IMAGES**

**93%**  
of online shoppers  
say **visuals are the**  
**most influential**  
**factor** affecting  
purchase decisions<sup>10</sup>

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



- 60,000+** products in the Vault - eCommerce
- 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

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<sup>1</sup> eMarketer, 2016 <sup>2</sup> Kantar Worldpanel, 2016 <sup>3</sup> Forrester Research, 2014 <sup>4</sup> Canada Post, 2014 <sup>5</sup> eMarketer, 2017 <sup>6</sup> PwC, 2015 <sup>7</sup> CIRA, 2016 <sup>8</sup> Canada Post, 2013 <sup>9,10</sup> Diadeis, 2015