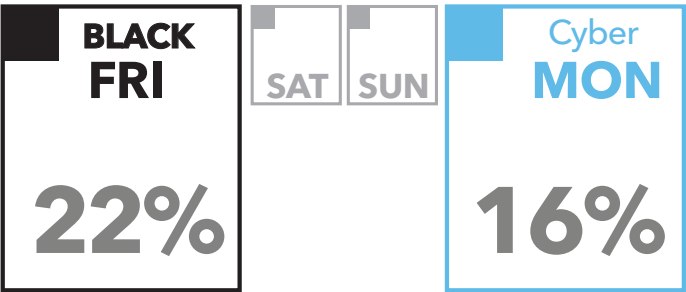


# 2016 Canada Holiday Shopping Trends

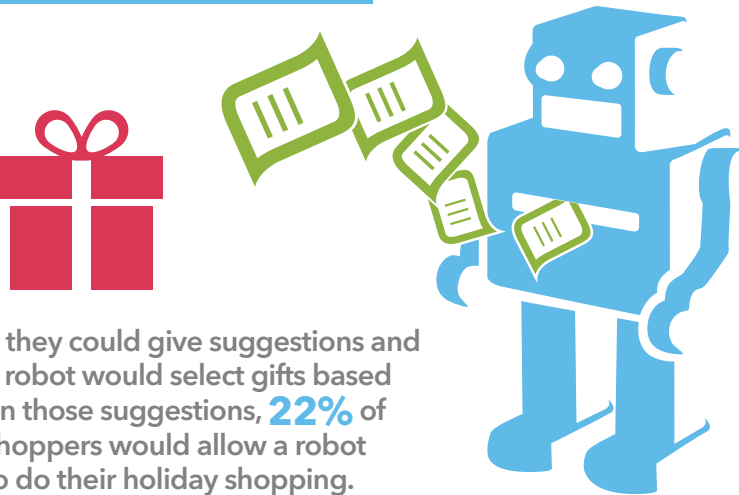
**85%** of Canadians plan to shop for gifts in-store, compared with just 59% in the UK and 70% in the US.

## Holiday shopping plans



The shopping doesn't end at Christmas. **59%** are planning to shop the after holiday sales and **29%** are already shopping for next year's gifts.

## Guess what I bot you!



## The power of suggestion



29% of shoppers get ideas from online retailers' product suggestions, but 44% of shoppers say these suggestions are only slightly to not at all accurate.

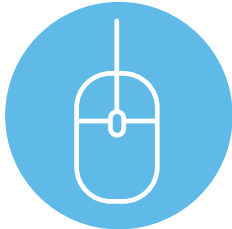
## Cart-carrying customers



19% of shoppers plan to shop for gifts on their mobile phones or tablets. That number jumps to 41% for shoppers who are under 30.

## Make it personal

When it comes to personalized communication, shoppers prefer:



Personalized emails from companies I do business with.



Loyalty program updates and offers from companies I do business with.



Promotional emails from companies related to my lifestyle or interests.

## Don't run out - or customers will too

If a specific brand or item is out of stock in-store, **51%** of shoppers will go to a different retailer to find the item.



## What's the hurry?



35% cited saving time as the reason they shop online. 46% said they'd only wait a minute or less for a completed transaction from the time they put gifts into a virtual shopping cart.

## 90% of Canadians do not use mobile payments

**62%** say their credit or debit card is just as convenient.  
**31%** cite security concerns.



\* SAS polled 4,061 consumers in the United States, Canada and the United Kingdom to uncover holiday retail trends. Percentages reflect answers from Canadian consumers.