

What We Learned From Canadian Shoppers This Holiday Season

The holidays are behind us, but before we ring out the old, let's take a look back at how Canadians shopped and what marketers can learn for the year ahead. Our post-holidays gift to you is three trends based on data from this past holiday season.

This year's **holiday shopping season** got started even before Black Friday.



Retailers are seeing in-store traffic on Black Friday decrease, **but the concentration of store traffic in the week before Black Friday has increased** each year since 2014.¹

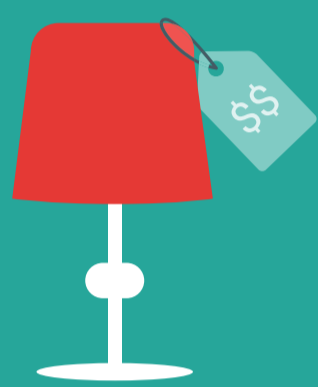
Shoppers started shopping early, and they turned to mobile web and online video to help them get ready and manage their lists.



33% of Canadian holiday shoppers say they always do research or **check digital sources before they head out to the store.**²

Here are the three trends that held true all season long:

MOBILE WAS SHOPPERS' LITTLE HELPER



53%

When Canadians **incorporated smartphone searches** into their holiday shopping activities, **it resulted in a purchase 53% of the time.**³



38%

of Canadian holiday shoppers who made an in-store purchase **used their smartphone to search for products and services.**⁴

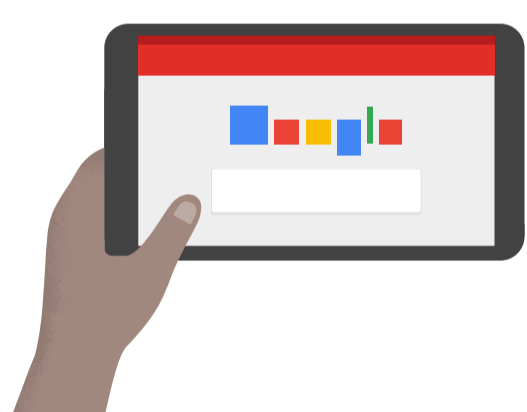


43%

of Canadians **used mobile apps** as part of their holiday shopping experience.⁵

When Canadians turn to their mobile phones to discover, research, and shop in the year ahead, **be there**. A robust mobile presence means both creating helpful content and providing **seamless, delightful experiences**.

DIGITAL RESEARCH INFLUENCED PURCHASES



51%

of Canadian online holiday shoppers say they **turn to Google first** when shopping for a product online.⁵



41%

of Canadian holiday shoppers said that when they shop online, **they visit multiple websites before deciding what to buy** and who to buy it from.⁵

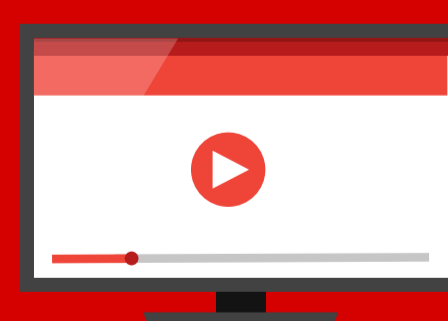
Shoppers will head to search to help them find the perfect new car, new hairdresser, or new travel destination. Find ways to **build and segment your digital audiences** to give them tailored messages that will speak to their needs in the moment.

SHOPPERS DISCOVERED NEW BRANDS ONLINE



49%

of those who used their smartphone for search made an **unplanned purchase** as a result.³



26%

of holiday shoppers **used online videos to look at products and services.**⁵

Well after decorations come down, digital—and particularly smartphones—will continue to shape and change shopper behaviours. The more often you show up with **helpful solutions** where people are **spending their time**, the more likely it is shoppers will turn to you when it's time to buy.

Sources

- 1 Google internal data. Aggregated, anonymized store traffic from a sample of Canadian users that have turned on location history, November 2014, 2015 and 2016, Canada. Compared the percentage of store traffic to clothing stores, department stores, electronics stores, toy stores and shopping malls during the three week period leading up to Black Friday weekend: November 10-30, 2014, November 9-29, 2015, and November 7-27, 2016.
- 2 Google/Ipsos, "2016 Holiday Shopping Study," December 2016, Canada, n=2,729 online adult Canadians.
- 3 Google/Ipsos, "2016 Holiday Shopping Study," December 2016, Canada, n=1,148 online adult Canadians who used a smartphone to search.
- 4 Google/Ipsos, "2016 Holiday Shopping Study," December 2016, Canada, n=1,145 online adult Canadians who purchased in store.
- 5 Google/Ipsos, "2016 Holiday Shopping Study," December 2016, Canada, n=2,729 online adult Canadians.