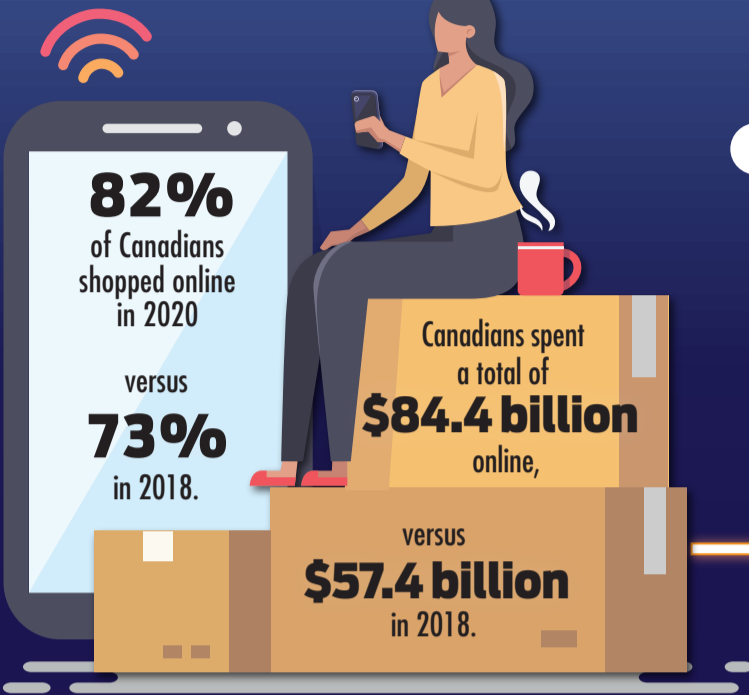
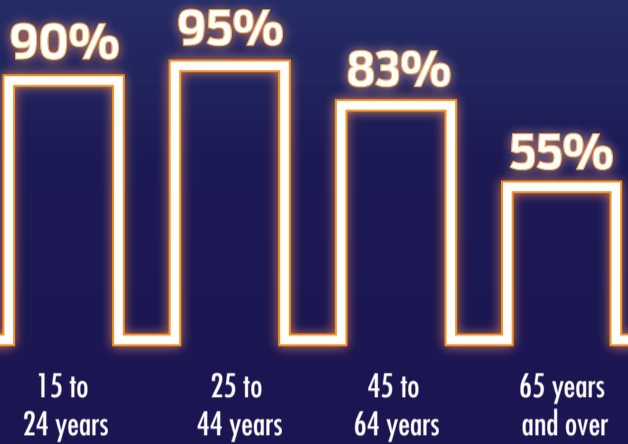


Online shopping by Canadians in 2020

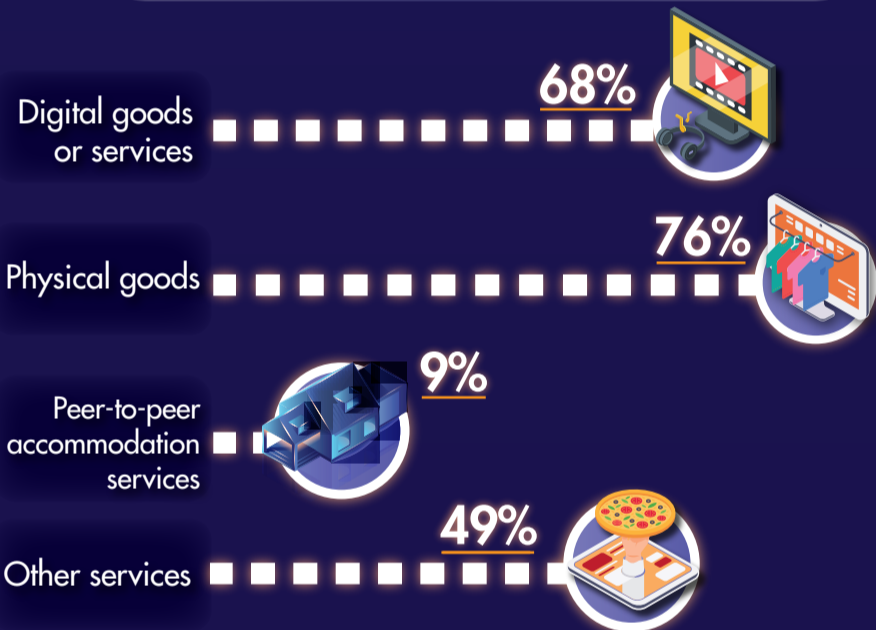
Results from the Canadian Internet Use Survey



Canadians who shopped online



What did Canadians buy online in 2020?



Physical goods by subscription

16% of Canadians had an online subscription for physical goods:

7% for meal kit boxes.

5% for groceries such as food or beverages.

9% for other physical goods.



DID YOU KNOW?



13%

of Canadians ordered groceries online for the first time during the COVID-19 pandemic.



9%

bought other physical goods online for the first time.

Canadians shopped more online, but they still encountered problems...



Among those who didn't shop online:

- 73% reported no need or no interest
- 23% had security or privacy concerns
- 18% wanted to see, hold or try the product before buying it, and
- 16% said it was too difficult to order online.



Source: Statistics Canada, Canadian Internet Use Survey, 2018 and 2020.
 Note: The data in this infographic are for individuals aged 15 and over living in Canada's provinces. Respondents who used the Internet in the three months preceding the survey answered the questions in the E-commerce module.

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