

Press Release

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High Growth Potential for Canadian B2C E-Commerce

The new "Canada B2C E-Commerce Report 2012" by Hamburg-based market research firm yStats.com analyzes Canadian B2C E-Commerce trends. Aside from revenue figures and market shares, the report covers the most successful product categories. It also provides data about internet users and online shoppers along with information on top players.

The yStats.com report features the five top players. In addition to country of origin, head office, type of company and product range, company news and revenue figures are listed.

Amazon is very popular with Canadians

Canadian retailers are still sceptical toward E-Commerce, which is why US E-Commerce retailers are expected to increasingly enter the market with a wider product range than their Canadian counterparts. Growth rates of E-Commerce spending are predicted to grow significantly between 2011 and 2015. The percentage of B2C online revenue compared to all retail revenue is expected to reach approximately 10 % by 2015. According to the "Canada B2C E-Commerce Report 2012" the most popular product category for online purchases in 2010 was "Travel", followed by "Event tickets" and "Books, magazines and online newspapers". As much as 80 % of all Canadians over 16 used the internet in 2010. In 2011, the most popular online shopping retailer was Amazon. In June 2011, Walmart also started selling products online as part of its services, selling even more products online than at its Canadian outlets.

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About yStats.com

yStats.com has been committed to research up-to-date, objective and demand-based data on markets and competitors for top managers from various industries since 2005. Headquartered in Hamburg, Germany, the firm has a strong international focus and is specialized in secondary market research. In addition to offering reports on markets and competitors, yStats.com also carries out client-specific research. Clients include leading global enterprises from various industries including B2C E-Commerce, electronic payment systems, mail order and direct marketing, logistics, as well as banking and consulting.