



**Euromonitor
International**

Retail E-Commerce in Canada

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Post-pandemic stabilisation of the shift to retail e-commerce
The competitive landscape intensifies yet consolidation is visible
Rise of grocery e-commerce and fast delivery services

PROSPECTS AND OPPORTUNITIES

Omnichannel integration and seamless shopping experiences offer a competitive edge
Expansion of online platforms for fast fashion and more niche product areas
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Retail in Canada - Industry Overview

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Health and wellness takes centre stage in 2024
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- Informal retail
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