

# Canadian Shopper Deep Dive

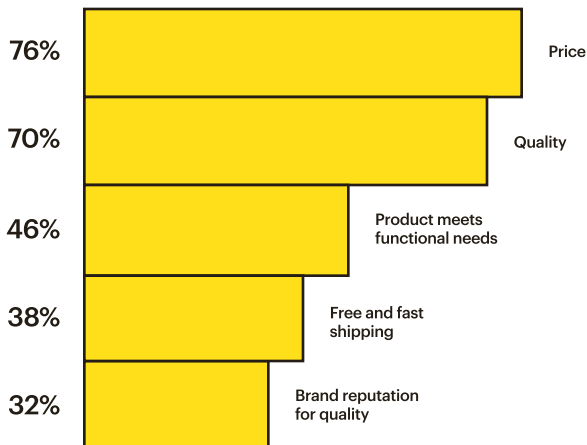
## The New E-Commerce Calendar



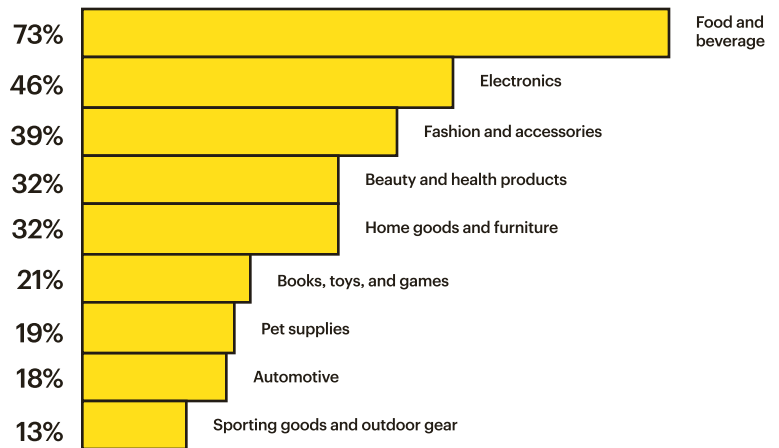
When planning your approach to The New E-Commerce Calendar, it's crucial to consider consumer shopping behaviors on a regional level. Ignoring these differences makes you appear out of touch with local sentiments and customs, which risks alienating your audience. A localized approach, tailored to local attitudes and shopping behaviors, is crucial for success.

Alongside our research partner, Canvas8, Intuit Mailchimp surveyed shoppers from 9 different markets to map out how their mindsets and spending behaviors around key calendar Moments (in the last 2 years) are shaping The New E-Commerce Calendar—and vice versa.

### Top 5 most important factors for Canadian shoppers when making purchases



### Categories Canadian shoppers spent the most money on in the past 2 years



### Canadian shopper attitudes and behaviours

**69%** ⬆️ of Canadian shoppers look forward to Sales Moments.  
⬇️ Global: 61%

**80%** ⬆️ of Canadian shoppers use Sales Moments to purchase items they have been planning to buy, the highest (tied with the US) across all 9 regions surveyed.  
⬇️ Global: 76%

**55%** ⬆️ of Canadian shoppers made a purchase during Cyber Monday in the last 2 years, the highest across all 9 regions surveyed.  
⬇️ Global: 37%

**44%** ⬇️ of Canadian shoppers made a purchase associated with national and public holidays during Together Moments in the last 2 years, the highest across all 9 regions surveyed.

⬆️ Global: 34%

**21%** ⬆️ of Canadian shoppers made purchases during Celebratory Moments (i.e. cultural or religious occasions) in the last 2 years, the highest across all 9 regions surveyed.

⬇️ Global: 13%

**43%** ⬆️ of Canadian shoppers say loyalty reward perks are important when making a purchase, the highest (tied with the UK) across all 9 regions surveyed.

⬇️ Global: 33%

### Across the Globe

For a closer look at how market nuances shape The New E-Commerce Calendar, check out our regional deep dives in 8 other markets, including Australia, Benelux, Germany, Italy, Scandinavia, Spain, the UK, and the US.



Get the market-specific insights →

# Canadian Shopping Moments per Month

## Ranked by Spending Propensity



January	
New Year's Day	39%
Epiphany/Three Kings Day	4%
February	
Valentine's Day	56%
Super Bowl Sunday	20%
Lunar New Year	16%
Family Day	14%
Black History Month	6%
Groundhog Day	4%
Mardi Gras	3%
March	
St. Patrick's Day	16%
International Women's Day	6%
April	
Easter	46%
Spring Break	14%
Wayfair Way Days	9%
Earth Day	5%
Eid al-Fitr	4%
May	
Mother's Day	49%
Victoria Day	7%
Asian American and Pacific Islander Heritage Month/ Asian Heritage Month	2%
June	
Father's Day	36%
Summer Break	20%
Pride Month	6%
Saint-Jean-Baptiste Day	4%
National Aboriginal Day	3%
National Indigenous People Month	2%
Canadian Multiculturalism Day	2%



July	
Amazon Prime Day	63%
Canada Day	36%
August	
Back-to-School Shopping	37%
Civic Holiday	5%
September	
Labour Day	10%
National Day for Truth and Reconciliation/Orange Shirt Day	6%
Rosh Hashanah	2%
October	
Halloween	50%
Thanksgiving	40%
Diwali	4%
Women's History Month	2%
National Disability Employment Awareness Month	2%
Latin American Heritage Month	1%
Autism Awareness Month	1%
November	
Black Friday	77%
Singles' Day	7%
Movember (Men's Health Awareness Month)	3%
December	
Christmas Day	68%
Cyber Monday	55%
Christmas Eve	44%
Boxing Day/le Lendemain de Noël	38%
New Year's Eve	38%
Super Saturday	22%
Green Monday	6%
Advent Season	6%
Hanukkah	2%
Kwanzaa	1%

