

Canadian Post Holiday 2014 Survey



December & January 2014

AUTOMOTIVE
BEAUTY
CONSUMER ELECTRONICS
ENTERTAINMENT
FASHION
FOOD / FOODSERVICE
HOME
LUXURY
MOBILE
OFFICE SUPPLIES
SPORTS AND LEISURE TRENDS
TECHNOLOGY
TOYS
VIDEO GAMES

Methodology

■ Primary Objectives

- Better understand the consumer purchases during the 3 main 2014 Holiday Shopping events (Black Friday, Cyber Monday and Boxing Week) across key categories

■ Methodology

- December Omnibus : Online survey fielded on December 15th – 22nd ,2014
- January Omnibus: Online survey fielded on January 12th – 19th,2014

■ Final Sample

- December : 1,034 Canadian Consumers
- January : 1,038 Canadian Consumers

■ Survey Description

- Internet survey completed using NPD's Online Consumer Panel



Black Friday



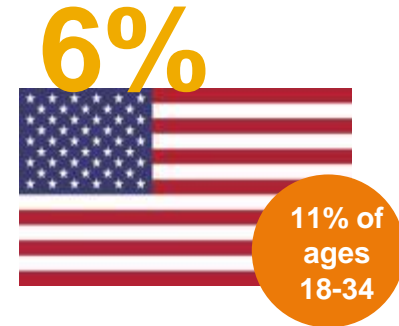
Planned to shop
in prior



Actually
bought something



Clothing and
Electronics were
top purchased
categories

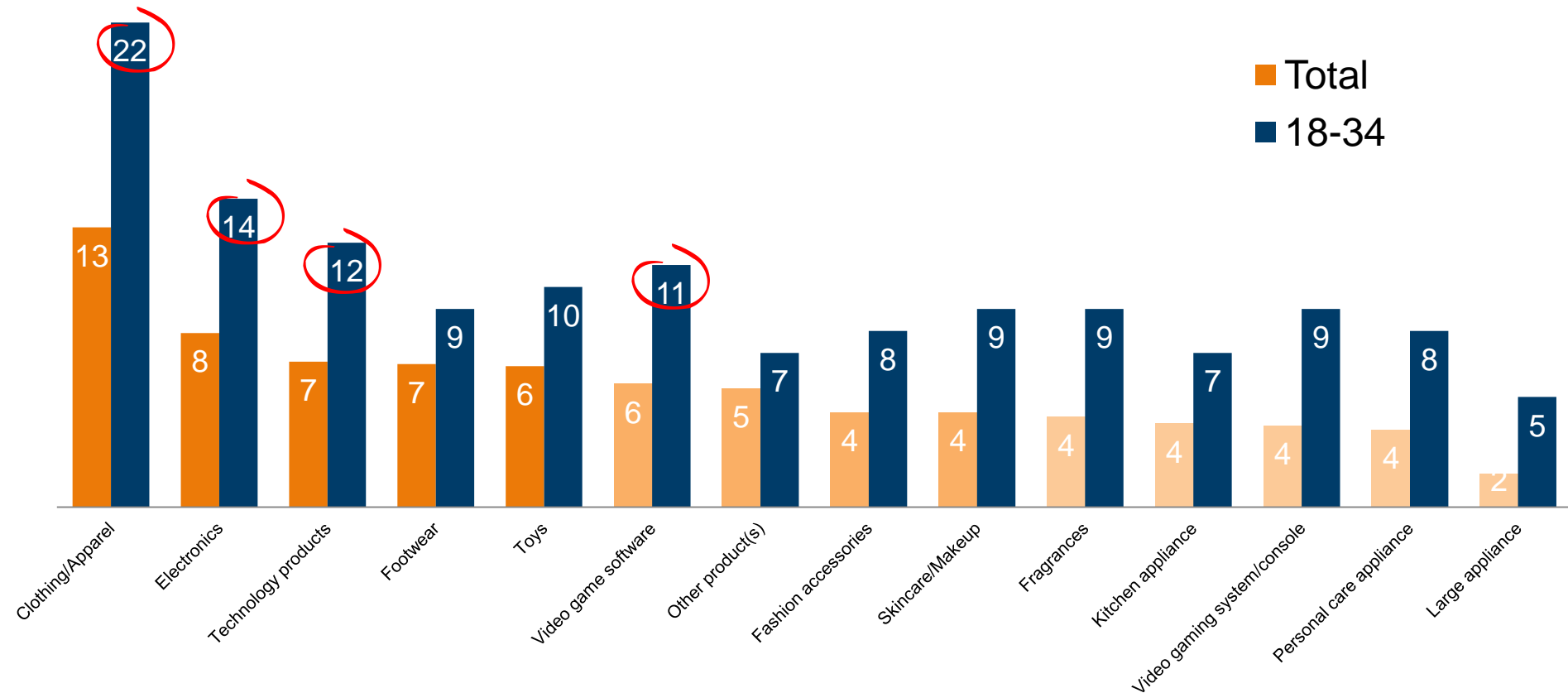


Did cross-border
shopping

Source: The NPD Group / November, December Omnibus, 2014

67% of Canadians did not purchase anything during Black Friday. Among those who did, Clothing/ Apparel and Electronics were top categories purchased.

Type of Products Bought During Black Friday

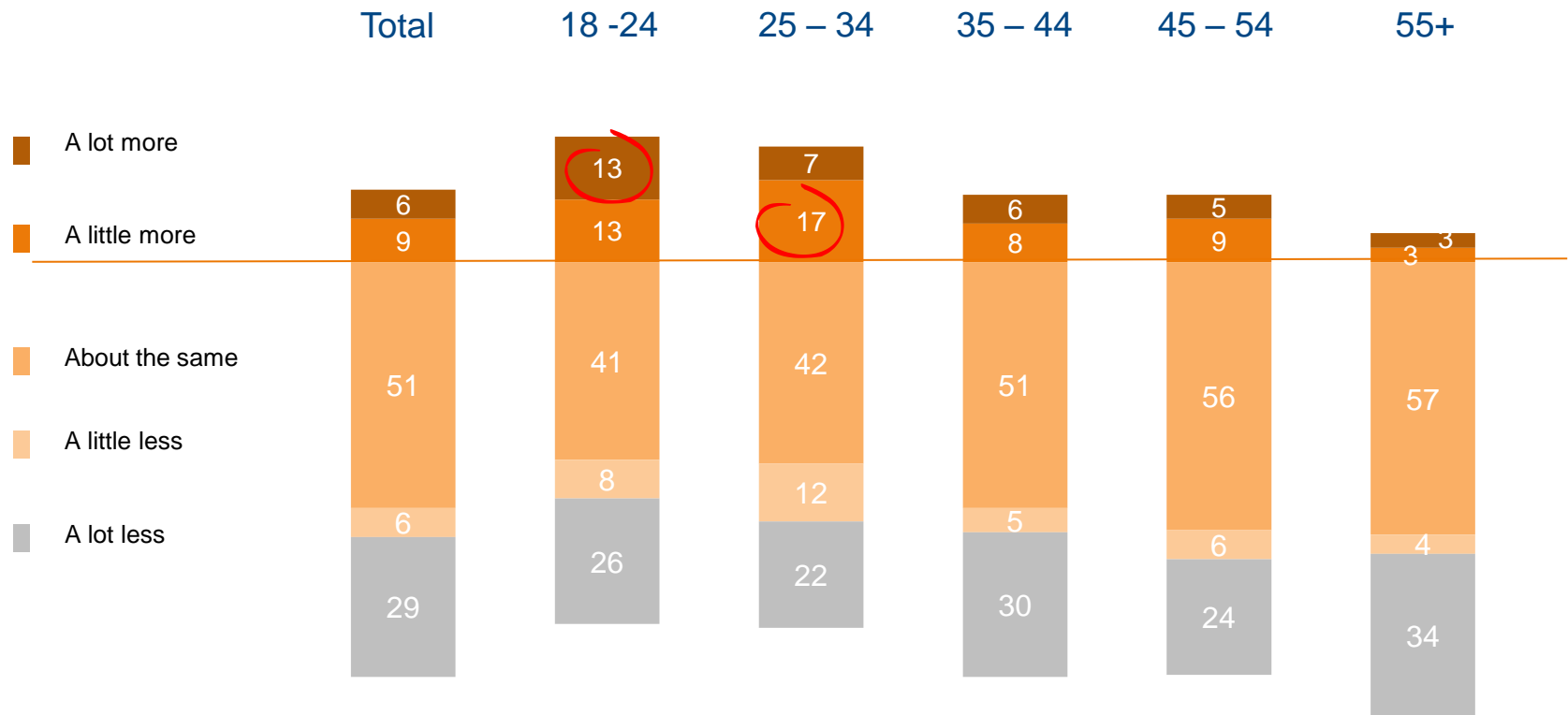


Source: The NPD Group / November, December Omnibus, 2014

24% of the 18-34 years old Canadians consumers spent more during this year Black Friday

(%)

2014 Spending vs. 2013 Black Friday



Source: The NPD Group / November, December Omnibus, 2014

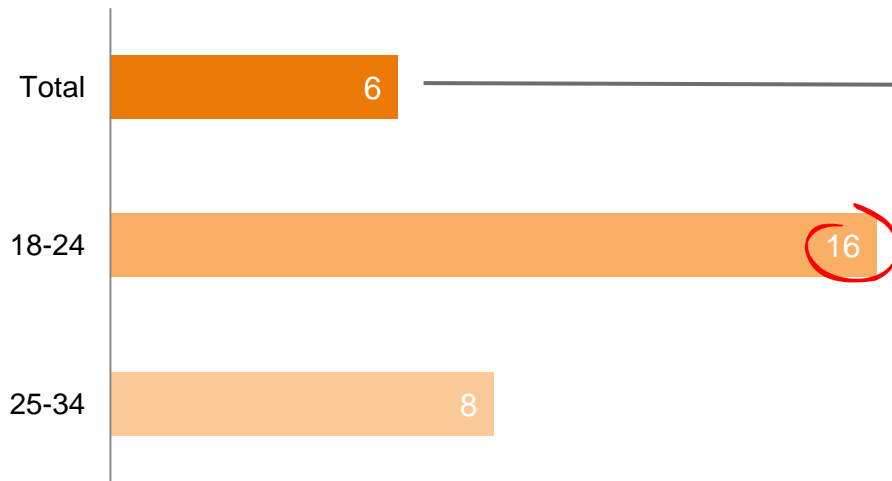
18-34 age group did more cross-border shopping during the recent Black Friday

Cross border shopping

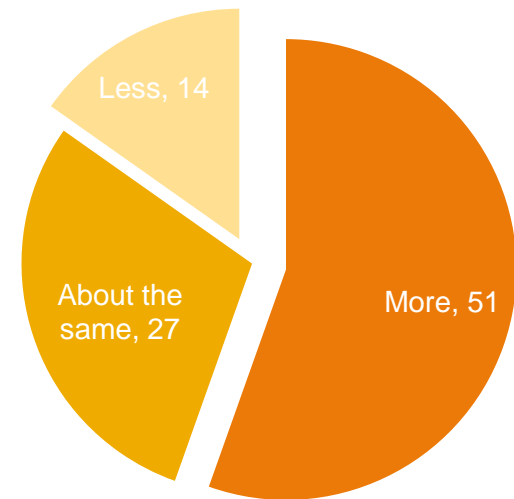


(%)

Did cross-border shopping



Shop in the US vs. LY*



Source: The NPD Group / November, December Omnibus, 2014

Cyber Monday



Planned to shop in prior



Actually bought something



Clothing and Tech products were top purchased categories

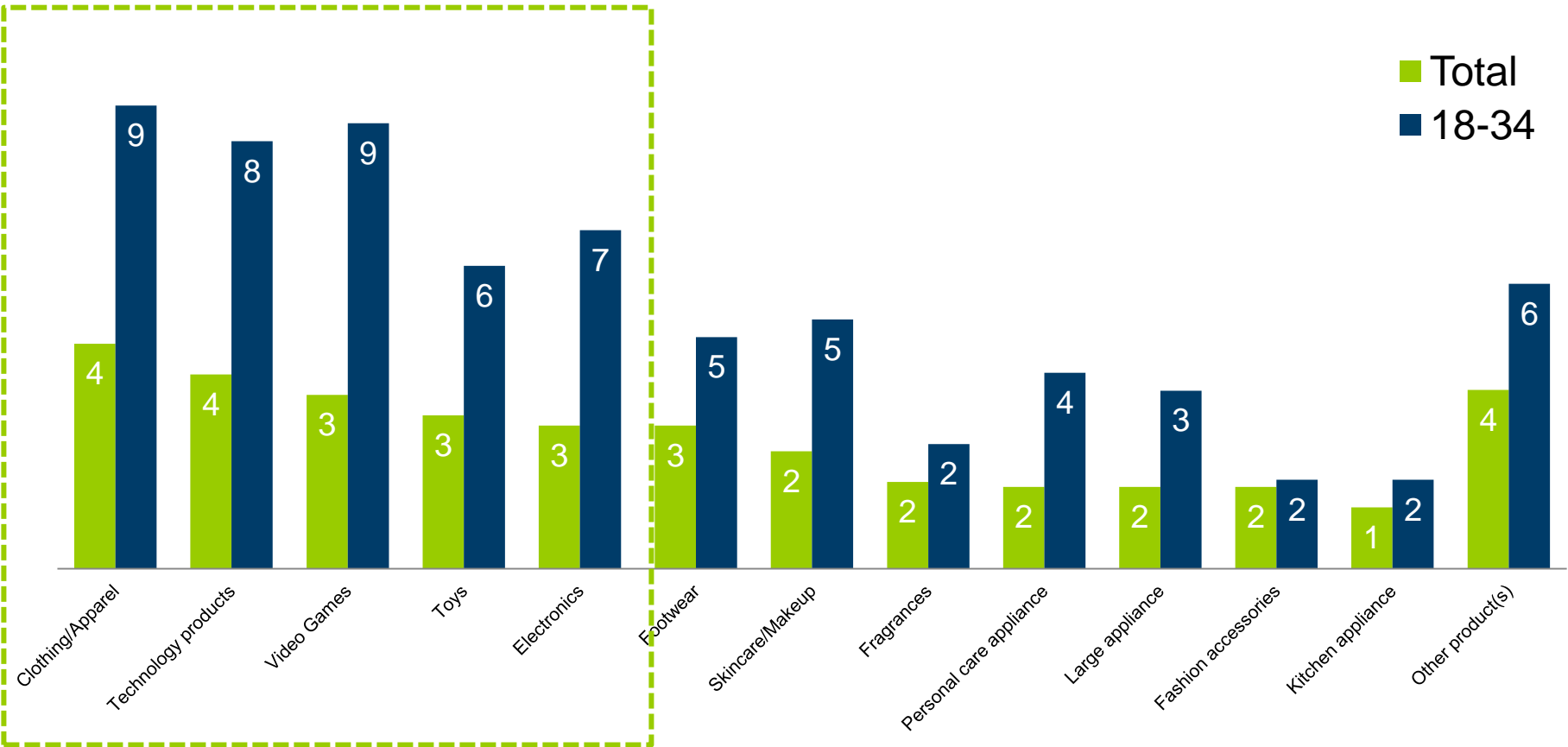


Video Game and Electronics were among top purchased categories for 18-34 age group

Source: The NPD Group / November, December Omnibus, 2014

80% of Canadians did not buy anything during Cyber Monday. Along with Clothing/Apparel and Tech, Video Games and Electronics are top purchased categories among 18-24 age group

Type of Products Bought on Cyber Monday

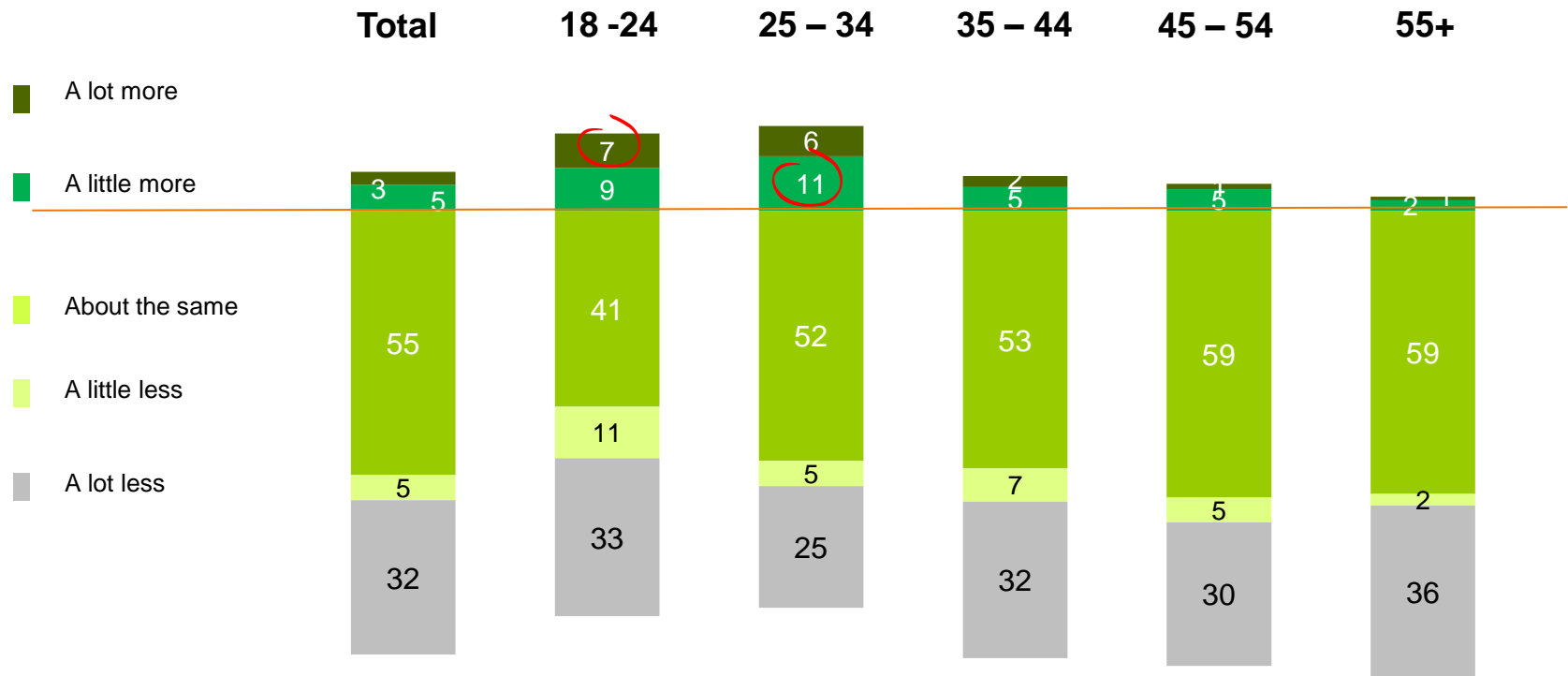


Source: The NPD Group / November, December Omnibus, 2014

17 % of the 18-34 years old Canadians consumers spent more during this year Cyber Monday

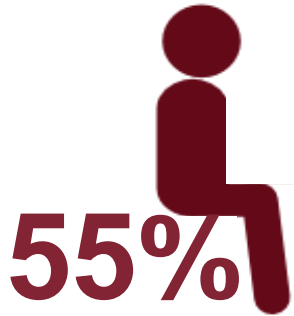
(%)

2014 Spending vs. 2013 Cyber Monday

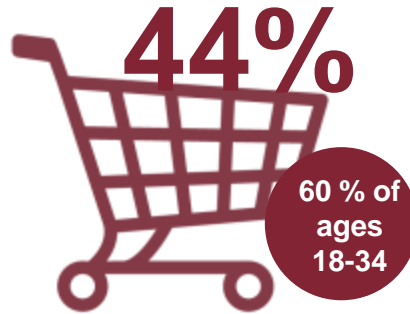


Source: The NPD Group / November, December Omnibus, 2014

Boxing Week



Planned to shop in prior



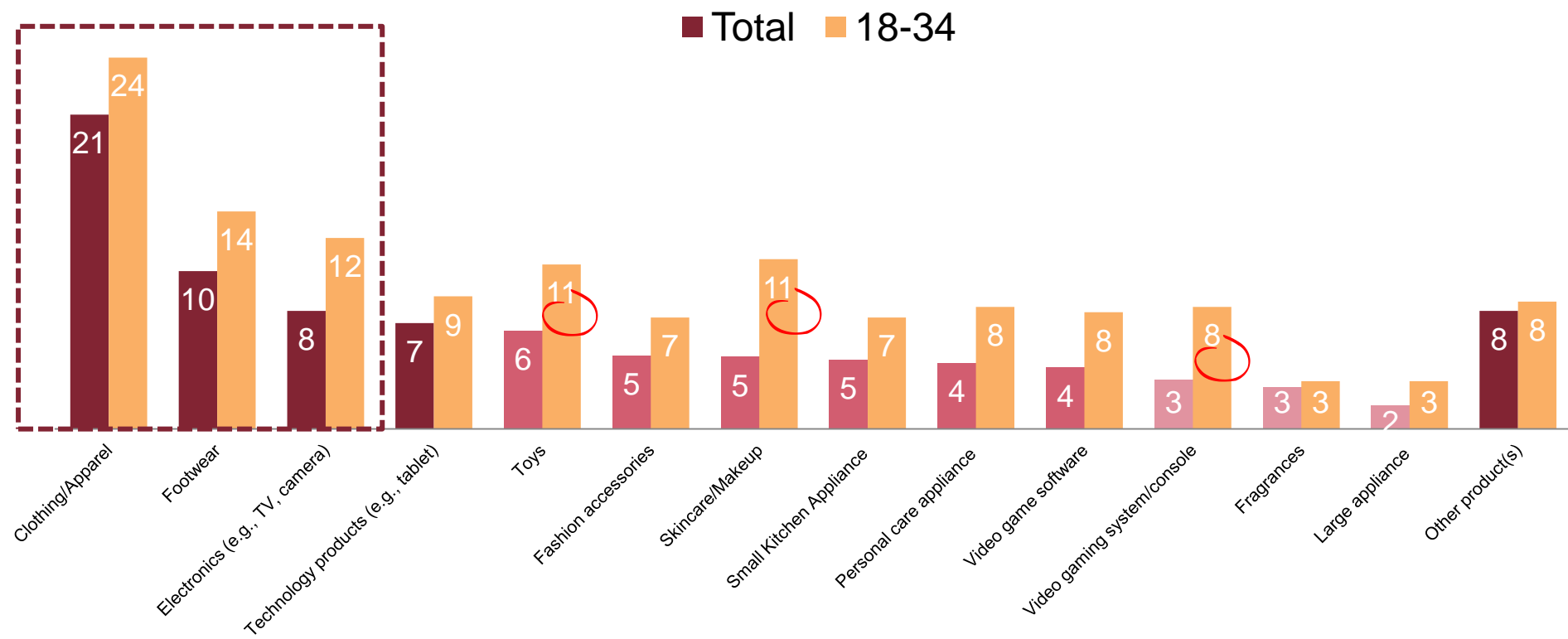
Actually bought something



Clothing/Apparel, Footwear and Electronics were top purchased categories

56 % of Canadians did not buy anything during Boxing Week. Clothing/Apparel, Footwear and Electronics were top purchased categories overall. 18-34 age group seemed to purchase more across most categories.

Type of Products Bought, Boxing Week

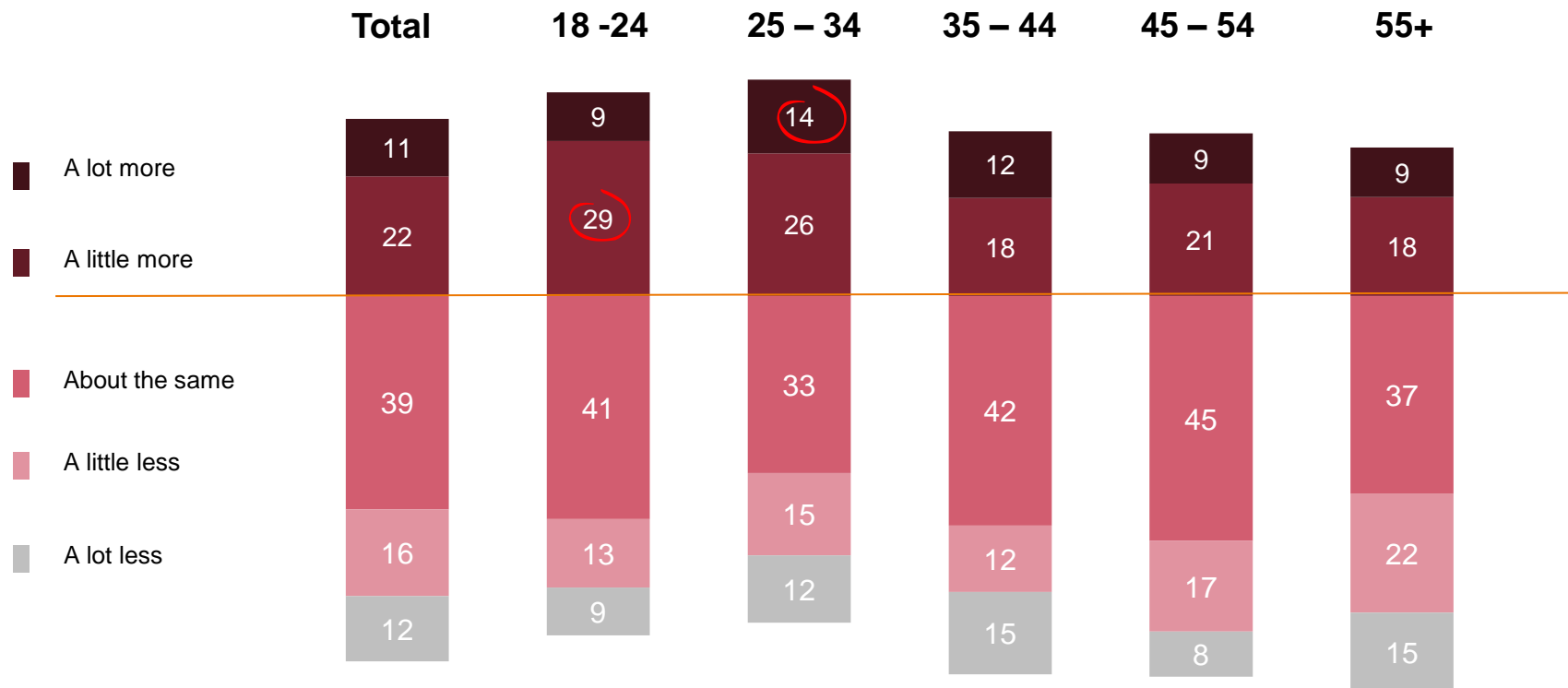


Source: The NPD Group / November, December Omnibus, 2014

72% of Canadians spent about the same or more during 2014 Boxing Week in comparison to last year

(%)

2014 Spending vs. 2013 Boxing Week



Source: The NPD Group / November, December Omnibus, 2014

Questions ?



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Thank You



Industries

Automotive
Beauty
Consumer Electronics
Entertainment
Fashion
Food / Foodservice
Home
Luxury
Mobile
Office Supplies
Sports and Leisure Trends
Technology
Toys
Video Games

Countries

Australia
Belgium
Brazil
Canada
China
France
Germany
India
Italy
Japan
Mexico
Netherlands
New Zealand
Poland
Russia
South Korea
Spain
Sweden
Taiwan
United Kingdom
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