



Toronto RealREIT Conference
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Suthamie Poologasingham

J.C. WILLIAMS GROUP



Canadian Retailers' Stage = Growth



FRANK
& OAK

Reitmans



Mobile Register / Checkout



DOLLARAMA



Canadian Consumers' Stage = Mature

92% of Canadians are online shoppers

71% are recent shoppers who have made a purchase in the past 3 months

Shopping Behaviour in Major Cities



Most likely to purchase online



Consumers under 44



Females

	Canada	Vancouver	GTA	Montreal
% Online Shoppers	71%	81%	80%	73%



STATE OF DIGITAL MARKETING IN CANADA



IMPACT

- Significance of store
- Reinvented stores
- Urban stores
- Showroom space
- Experiential factor
- New model for leases
- Eye on Amazon
- Old guard vs new



CANADIAN **E-TAIL** REPORT



For more information on the
**J.C. Williams Group
RetailWATCH and the
Canadian E-tail Report**
visit: www.jcwg.com

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