



bazaarvoice™

SHOPPER PREFERENCE REPORT

The shopping experiences consumers expect in 2024



CANADA EDITION



bazaarvoice™

Canadian consumers' evolving shopping patterns reveal a notable return to in-person retail experiences, alongside a strong preference for a seamless shopping experience across all channels—online and in-store—which they consider "very important" for maintaining brand loyalty.

The Bazaarvoice Shopper Preference Report explores consumer behavior based on insights drawn from a survey of 1,019 Canadian consumers, with millennials and Gen Zs comprising at least 37% of respondents.

It appears that real testimonials, product videos, or those created by influencers significantly influence their purchasing decisions.

The report also highlights Canadians' openness to private-label products and loyalty programs, offering brands and retailers an excellent opportunity to capitalize on these preferences.

For a deeper understanding of these insights and their potential impact on your marketing strategy, delve into the full report.

The shopping showdown

Canadian shoppers, mirroring a global trend, are hitting stores more as office returns rise. But many continue to embrace online options, highlighting the need for Canadian businesses to offer omnichannel retail experiences.



Have you returned to a physical office for a percentage of your work week in 2023?

Yes 63%

No 37%

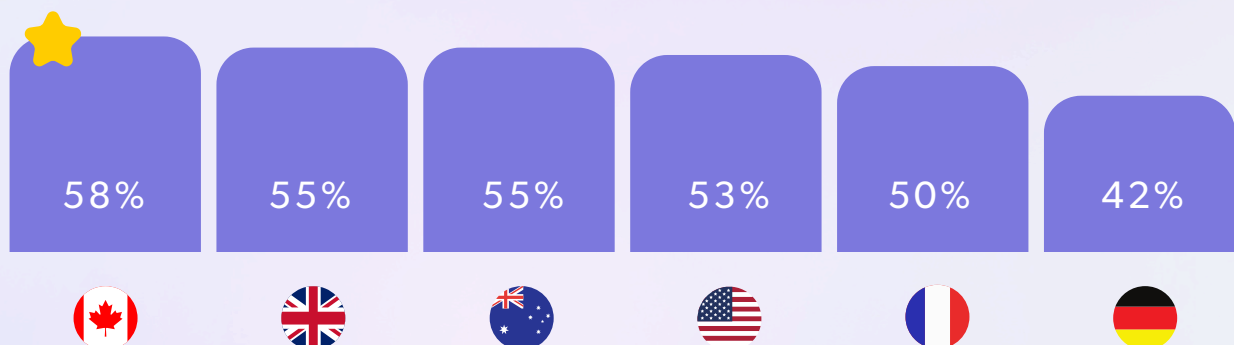


Has your return to work led to you spending in physical stores instead of online?

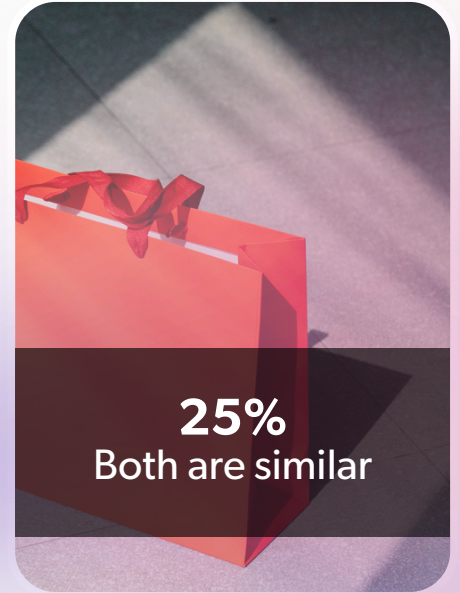
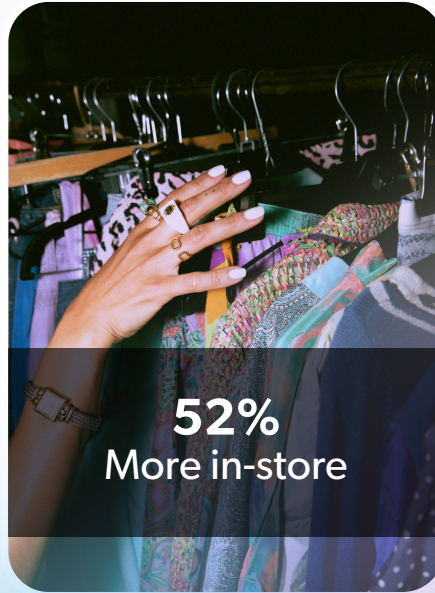
Yes 58%

No 42%

Since returning to the office, Canadian shoppers have shown a continued preference for physical stores.

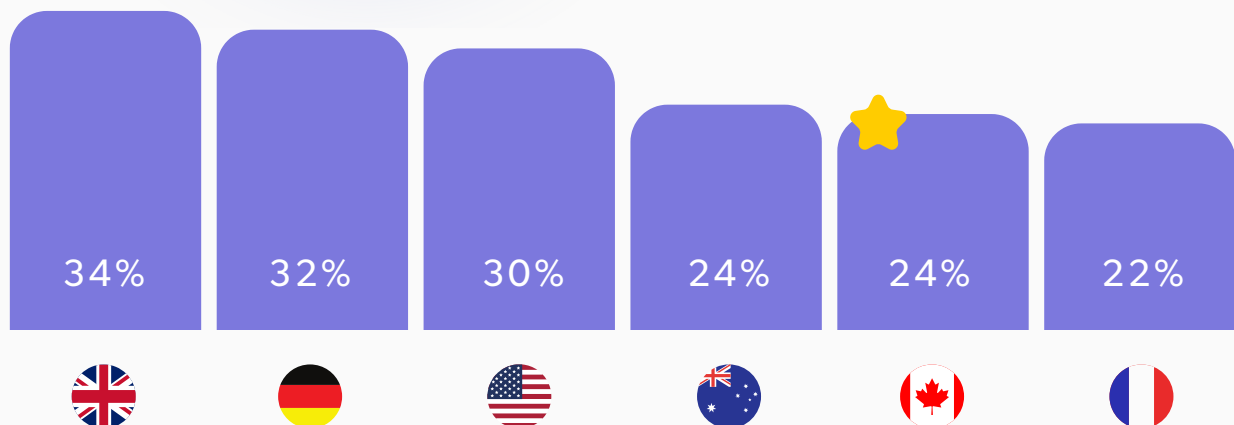


Do you spend more money online or in-store shopping?



Who are the biggest online shoppers?

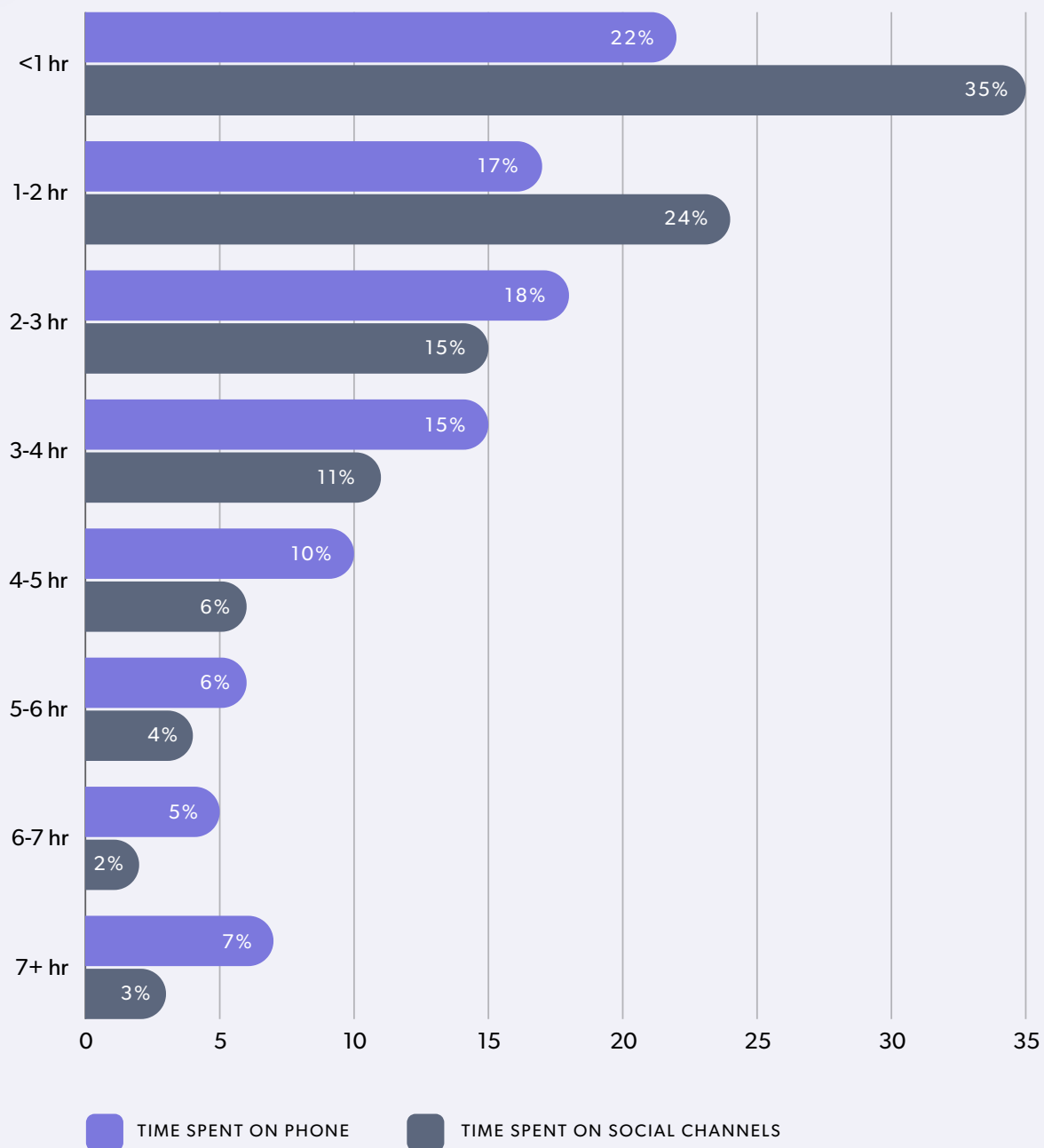
The UK, USA, and Germany are the countries with the highest spending online.



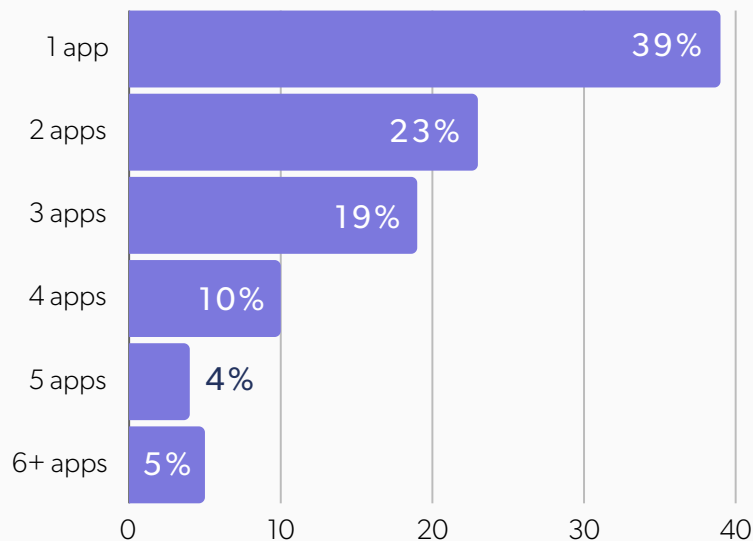
About 74% spend up to 3 hours daily on social media

How many hours a day do you spend on your phone?

How many hours a day do you spend on social channels?



How many retailer/brand apps do you have on your phone?



Shoppers with 6+ retailer/brand apps on their phones

Canadians, favoring physical stores, are app minimalists, keeping only essential brand/retailer apps on their phones.

13%



11%



10%



9%



7%



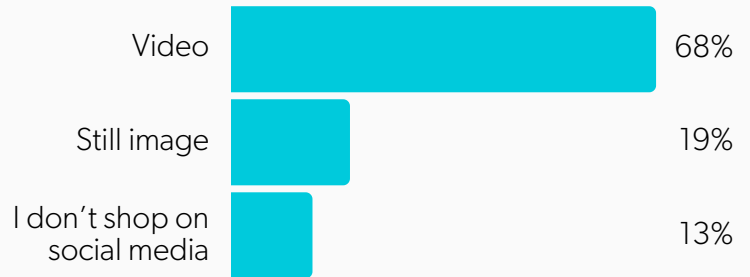
★ 5%



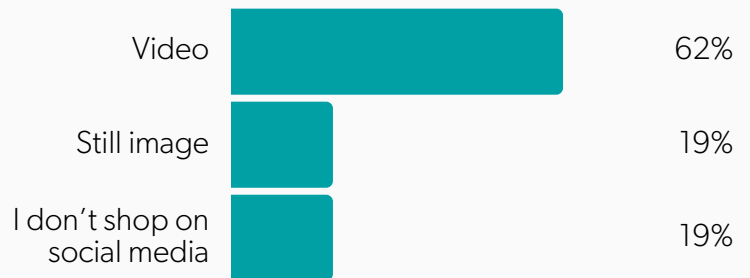
Turn likes to purchases

Canadian shoppers value the authenticity of social media videos, turning to user reviews and brand content to make buying decisions.

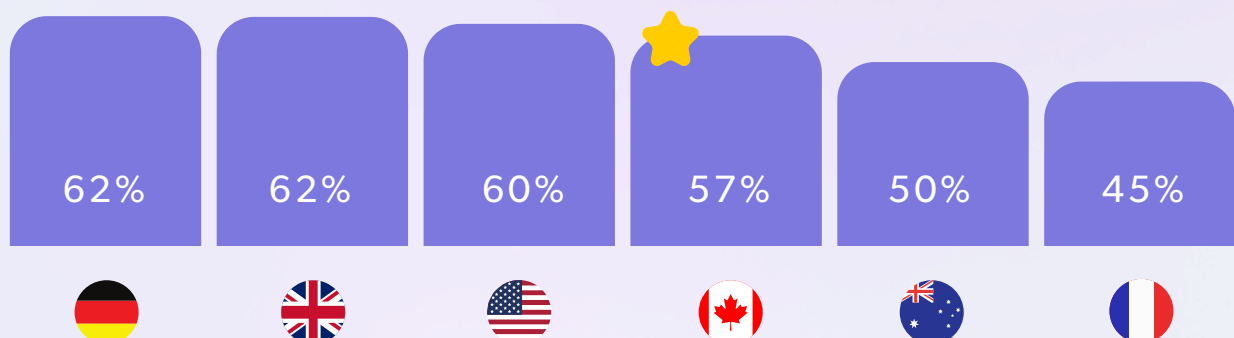
Would you rather discover a new product on a social channel from a video showcasing it or a still image?



Do you find you tend to purchase products more if you see them advertised in videos on social media or still images?

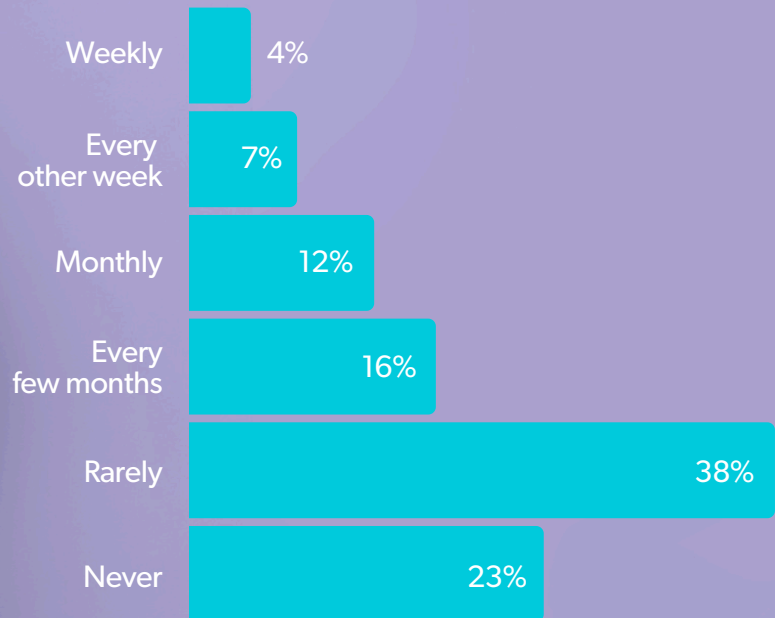


More than half of Canadian consumers purchased something after watching a video of a product or an influencer video highlighting a product on social media.

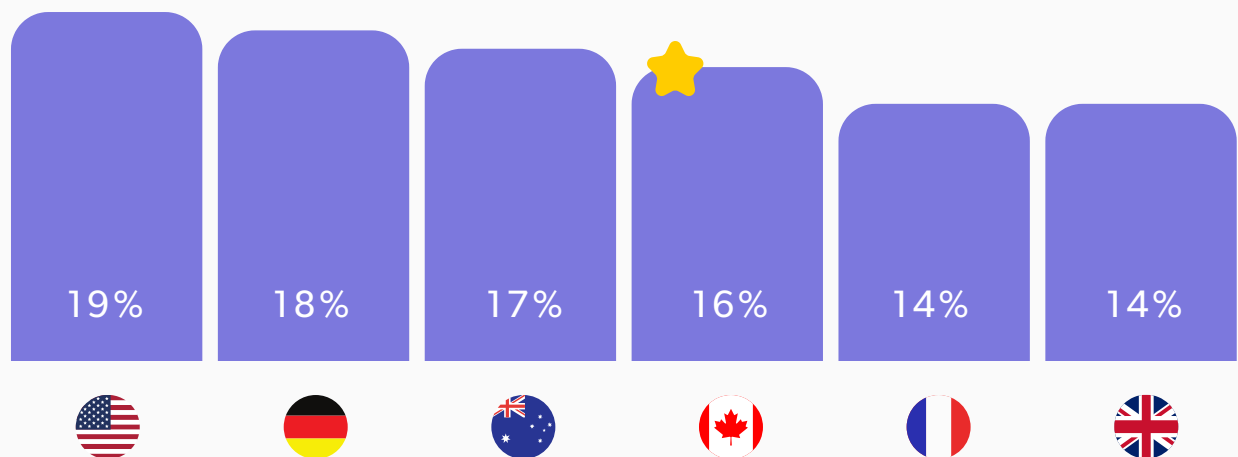




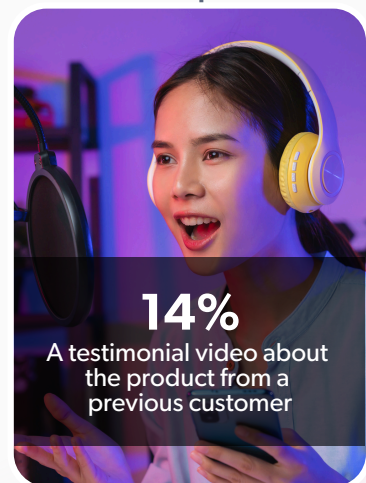
How often do you purchase something that you've seen on social media?



Canadian shoppers align closely with their American counterparts in purchasing items seen on social media every few months.



Which type of video is most likely to make you purchase a product?



Canadian shoppers love videos that bring products to life. It includes user-generated content, tutorials and brand videos.



Compared to global consumers, Canadians show a stronger preference for testimonial videos featuring experiences from previous customers.

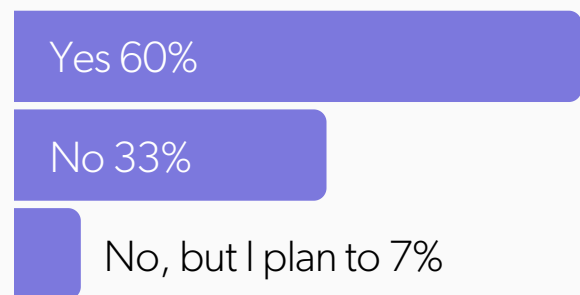


Making the switch to store brands

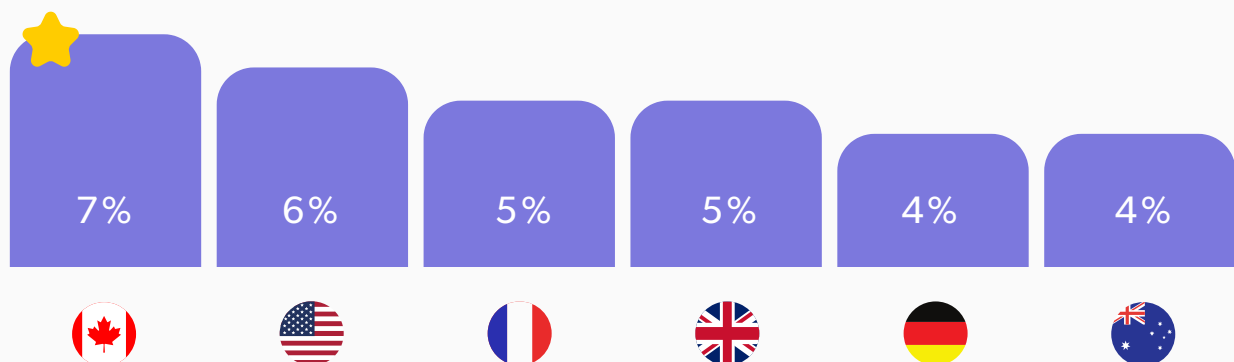
Canadian consumers appear to be among the most receptive to private-label products, with a majority of consumers having purchased them recently and a significant portion permanently switching to these alternatives.



Have you purchased a private-label* product in the last 6 months?



Consumers are open to switching to store brands, signaling a shift in their evaluation of brand names vs. private label options.

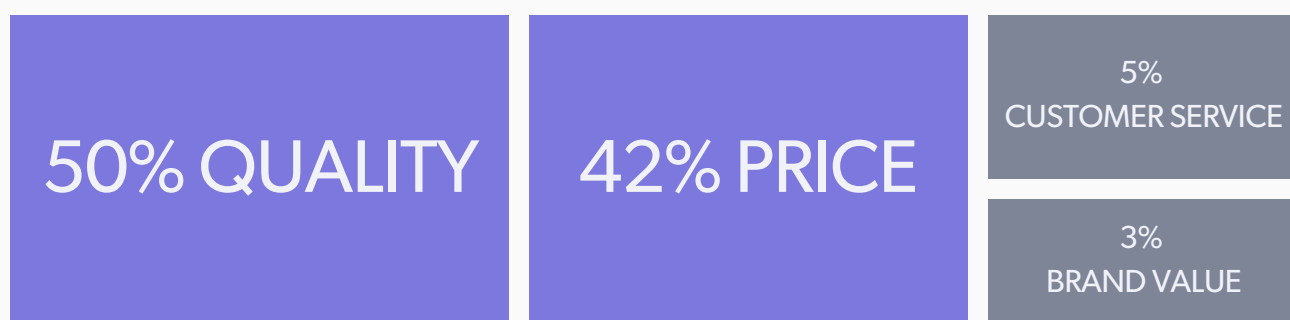


*Private label products refer to products created by the retailer and not a brand i.e. a supermarket/grocery store-owned brand.

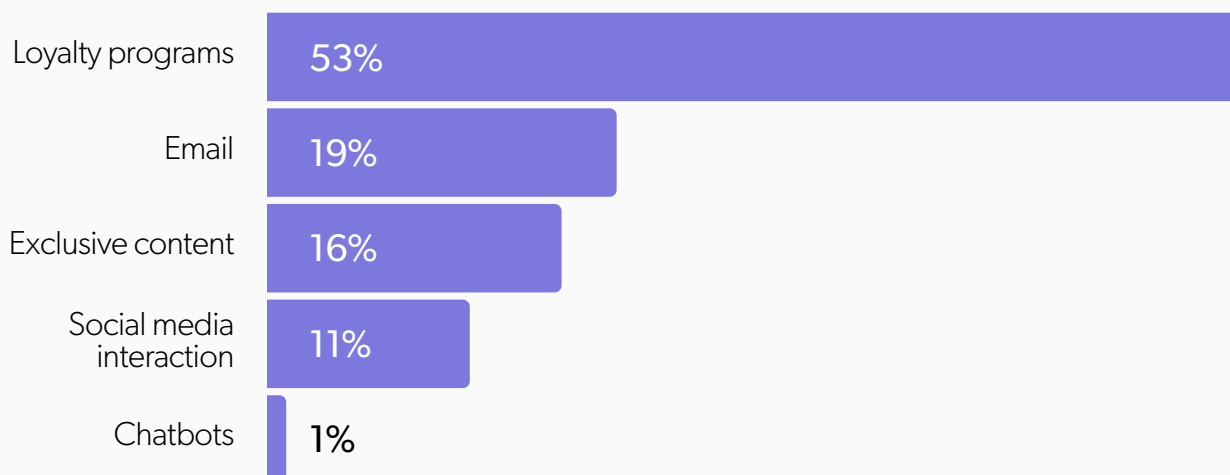
Winning over your customers

Canadian consumers reward brands that offer quality products and seamless shopping experiences with their loyalty.

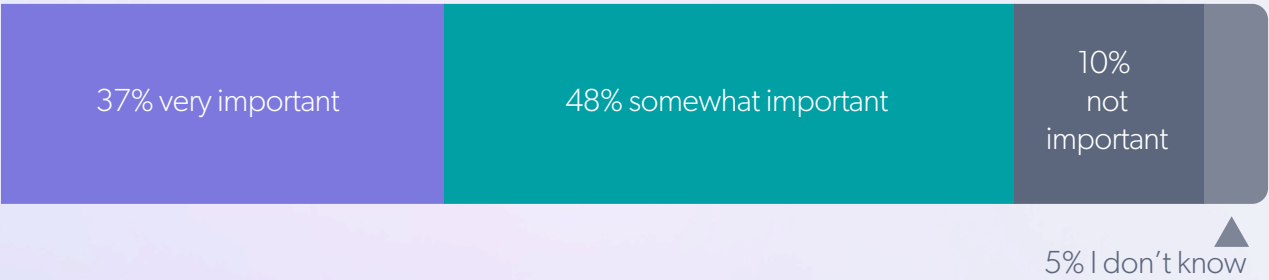
Which is the main factor that most influences your loyalty to a brand?



How do you prefer brands to engage with you to enhance your loyalty experience?



How important is a seamless shopping experience across different channels (online, in-store, mobile) in maintaining your loyalty to a brand?



Globally, Canadians have shown a strong preference for a seamless shopping experience, citing it as very important.



Recap

As consumer habits perpetually shift, it's paramount for brands and retailers to keep a pulse on these evolving preferences, shifting brand loyalties, and the significant impact of social media throughout the purchasing journey. The report sheds light on essential trends, offering insightful strategies for retailers and marketers to better align with the distinct needs of this dynamic market.

RETURN TO IN-STORE SHOPPING:

While online shopping remains relevant, Canadians are increasingly drawn back to the physical retail experience.

ENGAGING VIDEOS:

Compelling product videos and social media ads are influencing purchasing decisions. Retailers need to focus on crafting engaging online content.

EMBRACING PRIVATE LABELS:

Canadians are more open to store-brand products than other markets. This offers retailers a strategic opportunity to expand their private-label offerings and build customer loyalty.

Trusted by thousands of leading brands and retailers around the globe, Bazaarvoice's platform is designed to seamlessly harness and amplify the genuine voices of your customers, encompassing a wide array of user-generated content so you can fuel any stage of the funnel to increase brand awareness, boost confident purchases, and inspire loyalty.

We have everything you need to supercharge your commerce engine. Let's chat.

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