

FRANCHISE CANADA



is pleased to present

a Special Franchise Focus on the
RETAIL SECTOR



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Electronics

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Pharmacy

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Shop 'Til You Drop!

No matter the season or the economic climate, Canadians love to shop! In 2018, Statistics Canada reported retail trade sales of \$51 billion across Canada in October alone. To put things into perspective, Canada's new cannabis retail trade, which is at this point in its infancy, was able to make a small but significant contribution to the retail sector's overall growth. Cannabis sales totaled \$43 million during the two weeks following legalization in mid-October. The retail success of a newly-found Canadian retail sector is proof positive that Canadians are big spenders when it comes to the retail model.

Whether it's cannabis, clothing, sporting goods, greeting cards, or jewellery, retail franchises are always on the radar for prospective franchisees who are looking to capitalize on Canadians' spending habits and establish franchise locations that keep bringing customers back for more.

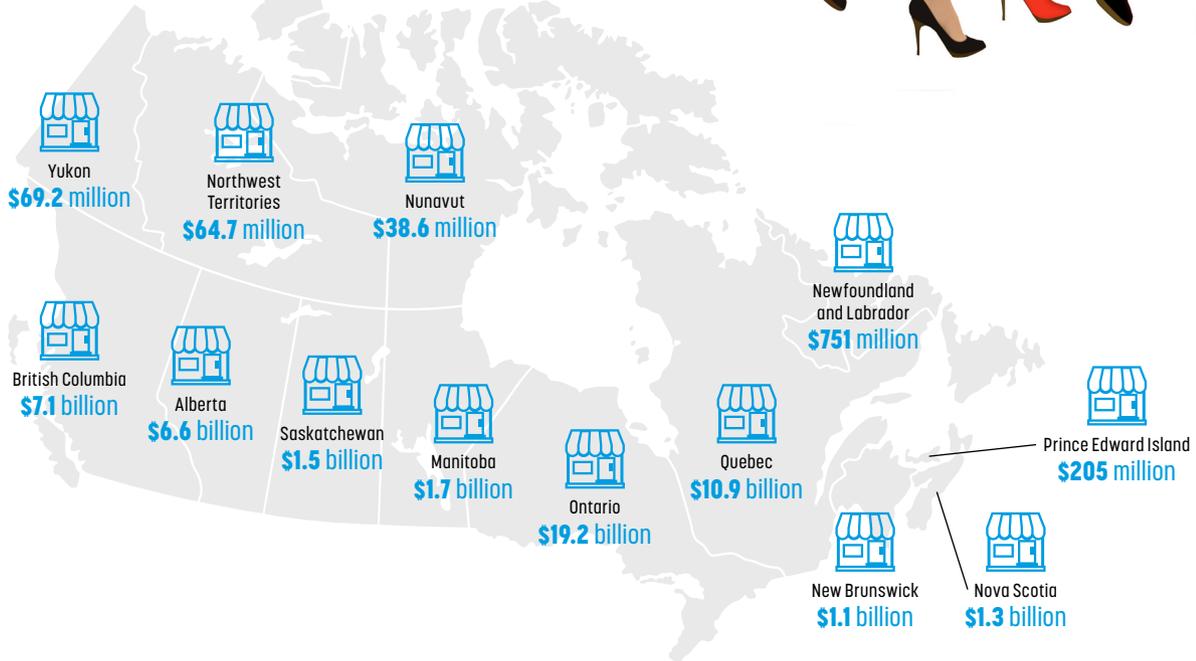
This Special Focus takes a coast to coast look at the wide variety of retail franchise opportunities that are thriving across the country, highlighting why the spending habits of Canadians and their tastes for all kinds of goods makes investing in a retail franchise a smart move.



SPECIAL FOCUS

Retail Sales Across Canada

(Retail Council of Canada, Retail Fast Facts: December 2018)



The Changing Canadian Retail Experience

According to respondents of the PwC Total Retail survey in 2015:

- 40%** Canadians are still shopping in bricks and mortar stores, with more than 40% of Canadians shopping in-store at least once a week.
- 54%** 54% of Canadians make an online purchase at least once a month.
- 78%** 78% of Canadians have been making online purchases for three years or more.
- 53%** 53% of Canadians say they shop online to get better deals, while 43 per cent say they like being able to shop at any time, and 38 per cent like not having to go to a physical store.
- 75%** 75% of Canadians check out products online before making an in-store purchase. This is because they don't want to pay for delivery (66%), want to see/touch and try merchandise before purchasing (65%), and want to have the product immediately (59%).
- 82%** 82% of Canadians shop in-store at their favourite retailer.
- 57%** 57% of Canadians shop online at their favourite retailer.

'Tis the Season: Canadian Spending During the Holidays

(Retail Council of Canada)

- 65%** of Canadians planned to set a firm budget for their 2018 holiday spending
- 87%** Canadians consider it important to purchase goods from a Canadian retailer when holiday shopping



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Where Are Canadians Spending Their Retail Dollars?

(In October 2018)

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Retail Trade Furniture and home furnishings stores: **\$1.5 billion**
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Electronics and appliance stores: **\$1.3 billion**
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Building material and garden equipment and supplies dealers: **\$3 billion**
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Food and beverage stores: **\$10.5 billion**
- 

Health and personal care stores: **\$3.9 billion**
- 

Clothing and clothing accessories stores: **\$2.8 billion**
- 

Sporting Goods Sporting goods, hobby, book and music stores: **\$1 billion**

(Retail Council of Ontario)



Brick and Mortar vs. Online Shopping

Brick and mortar is still the primary choice for Canadian consumers as 86% of those surveyed acknowledged they bought their most recent product from a physical store.

“Consumers report significantly more problems with online purchases, particularly during pre-purchase research. Finding the right product, seeing accurate photos, having correct and detailed merchandise information, and being able to “experience” a product online continue to be areas that challenge retailers. The limitations of online shopping reinforce how brick and mortar stores can work to help improve consumers’ overall experience.”

(Retail Council of Canada, The Blended Commerce Imperative, 2018)

Retail in Canada: Facts and Figures

(Industry Canada, Consumer Trends Update, 2013)

In 2011, the Canadian retail sector generated \$457.4 billion in retail sales and represented approximately 12 per cent of the Canadian workforce.

Even with decreased demand during the 2009 recession, retail sector sales increased by 17.1 per cent between 2006 and 2011.

Retail sales in Canada reached the U.S. equivalent on a per capita basis for the first time in April 2011, hitting \$US 13,000 per person.



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