

# ONLINE GIFT SHOPPING BECOMES THE NEW NORM THIS HOLIDAY SEASON

More Canadians now enjoying the added convenience that ecommerce presents

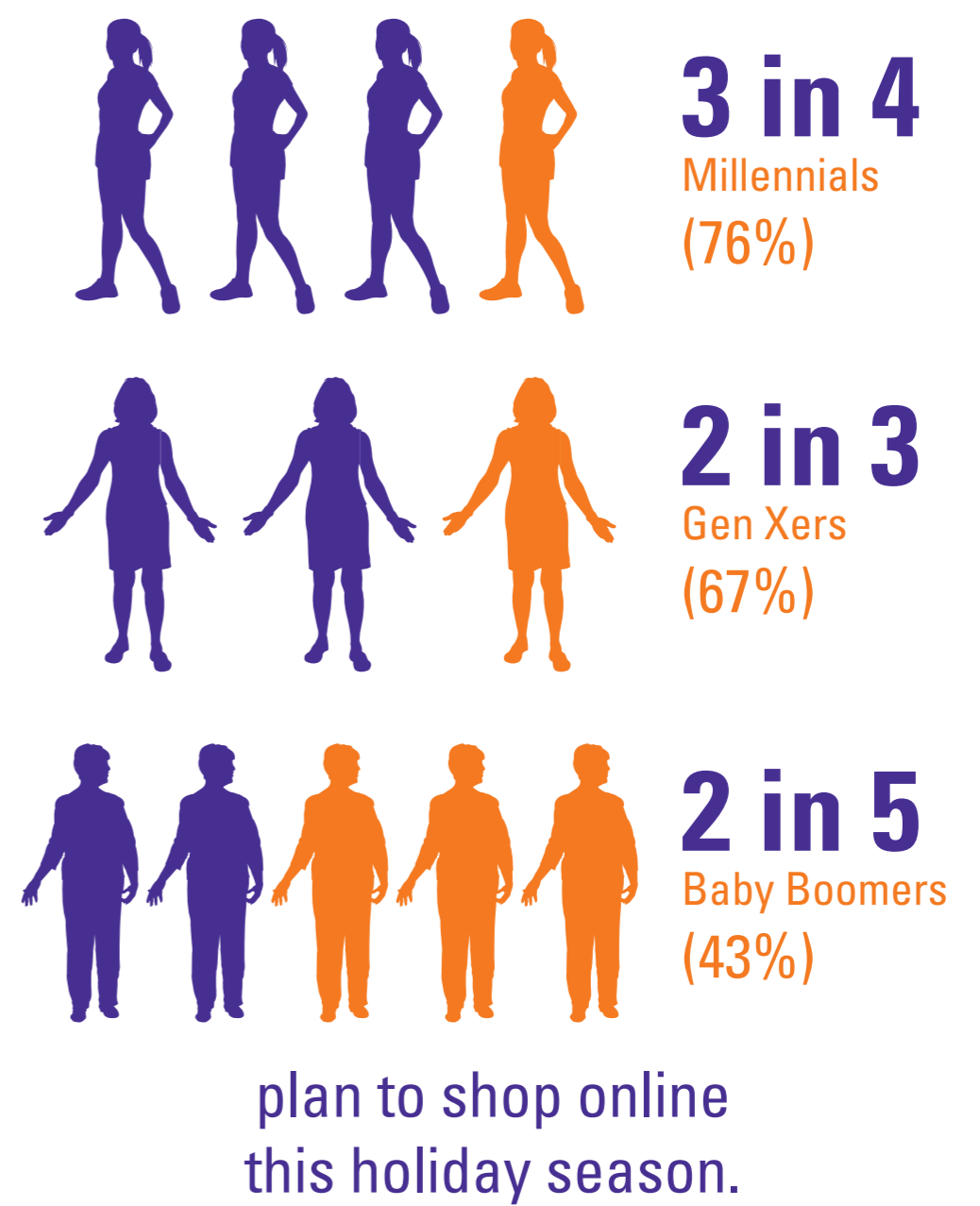


## Canada sees a surge in online holiday shopping



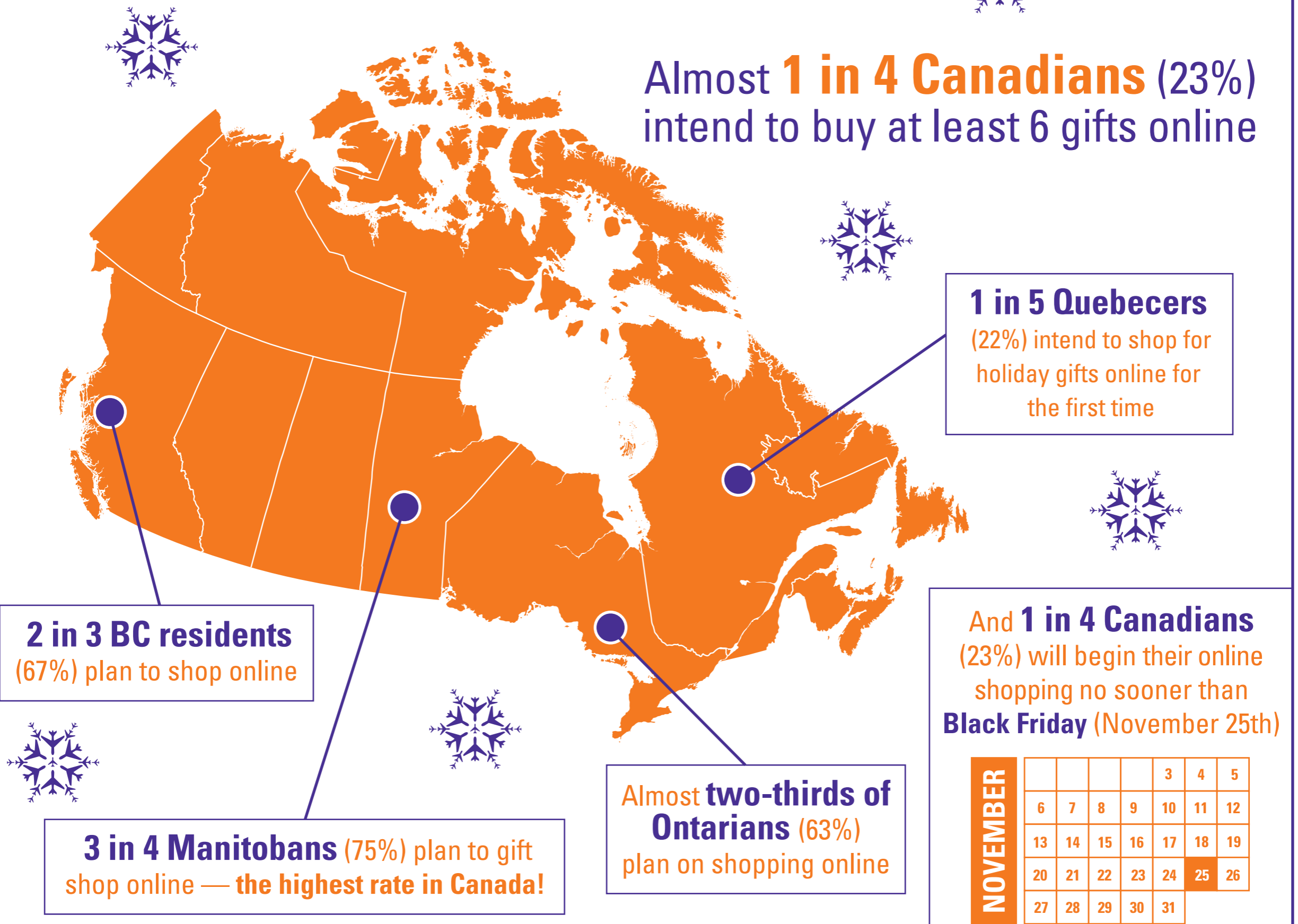
\* Respondents who reported shopping online in prior years

## Ecommerce is now for everyone



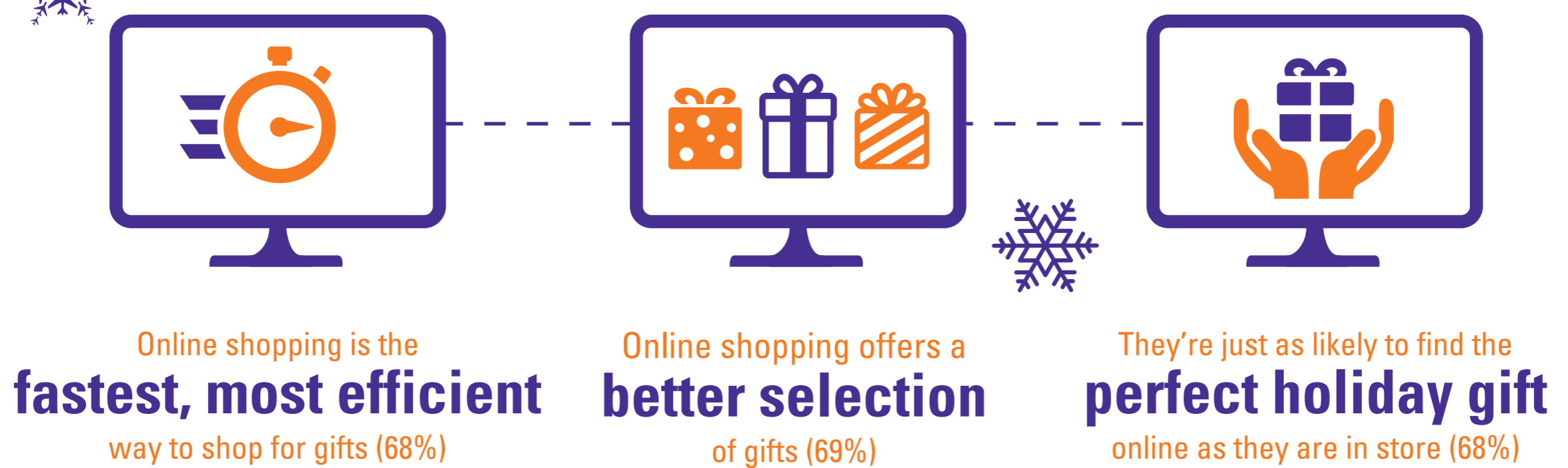
## This Holiday Season...

Almost **1 in 4 Canadians** (23%) intend to buy at least 6 gifts online



## Ecommerce is a gift for busy Canadians

More than **2 in 3 people** believe...



## What do Canadians find most convenient about online holiday shopping?



Visit [fedex.ca/holiday](http://fedex.ca/holiday) to find more information on our holiday schedule and valuable tips for shipping this holiday season

Source: FedEx Express Canada Online Shopping Intentions Survey conducted online among 1,522 Canadians between October 12 – 13, 2016.