

HOLIDAY SHOPPING SEASON STRETCHES INTO JANUARY

Gift card redemption and returns highlight recommerce season



Gift card good intentions



2 in 3 Canadians

planned on giving a gift card this holiday season.



3 in 4

Canadians who say they give gift cards do so because they allow people to choose what they want to buy.

Gift cards are becoming an increasingly popular present



Majority of Canadians
66%
said they planned to give gift cards this holiday season.

With nearly
1 in 4
physical gifts being exchanged or returned, gift cards may be the way to go!

With Canadians now ready to cash in their gifts, redemption equals recommerce



More than half
55%
plan to save gift cards they receive for the perfect moment.

DECEMBER					1	2	3
	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
	18	19	20	21	22	23	24
	25	26	27	28	29	30	31
JANUARY	1	2	3	4	5	6	7
	8	9	10	12	13	14	15
	16	17	18	19	20	21	22
	23	24	25	26	27	28	29
	30	31					

Over a third
35%
of gift card recipients say they will use the cards within a month of receiving them.

Why people redeem gift cards online



Avoid store lineups
58%

Get packages shipped directly to their home
54%

Returns are another big part of Recommerce season!



HALF
of all Canadians who return items purchased online do so because it's convenient.

54%
say they return online purchases because it's simple and straightforward.

FedEx makes returning your parcel quick and easy.

Visit fedex.ca for shipping information that will help ensure your online shopping, and returns, are simple and seamless.