



**accenture**

# CONVENIENCE GIFT WRAPPED

Year-round shopping becoming more popular, Canadians curious about drone delivery

Forget elves, Canadians are turning to intelligent personal assistants to make shopping more convenient this holiday season.

**66%**

would use or are using Google Home



**61%**

would use or are using Amazon Alexa

Canadians are making online wish lists and checking them twice.



**48%**

say online wish lists make shopping easier when buying for people they may not regularly shop for

Amazon seems to be the greatest gift to Canadian shoppers. It's the first place they look when shopping online.

**66%** Amazon

**40%** Google

**23%** Ebay

**8%** go directly to the website they need

Shoppers aren't necessarily waiting until chestnuts start roasting on an open fire to start holiday shopping.



randomly purchase gifts throughout the year

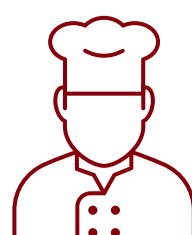
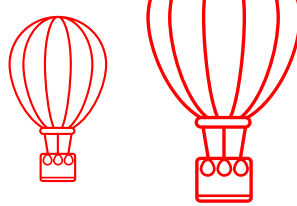


start in December



start in autumn as the seasons change

Nearly two-fifths of shoppers plan on spending more on experience gifts in 2017 compared to last year.



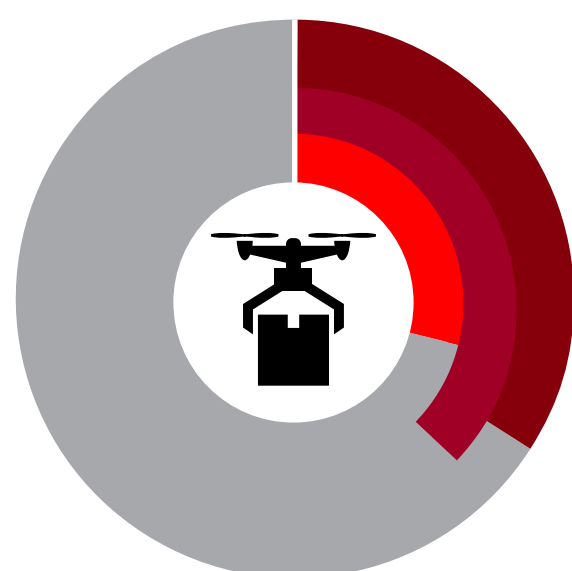
Less **7%**

Same **55%**

More **38%**

Canadian's aren't quite ready for drones to start dropping presents down people's chimneys, but there is room for education as almost a third do not understand what drone delivery is.

Given the option, would you select drone delivery for your purchase?



**29%**

Not sure as I do not understand what a drone delivery is

**37%**

No

**34%**

Yes