



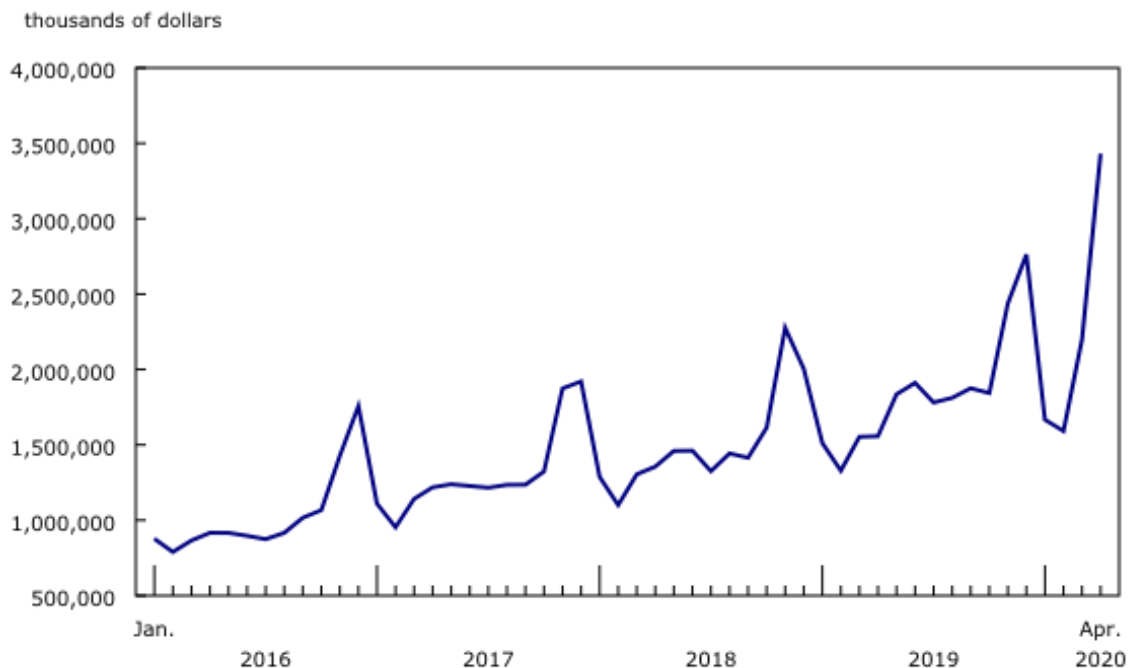
RETAIL E-COMMERCE SALES CONTINUE TO SHINE IN APRIL

[Statistics Canada's](#) monthly [Retail Trade Survey for April](#) indicates retail e-commerce sales continued their strong upward trend April.

Statistics Canada attributes the strong growth in retail e-commerce sales to the COVID-19 pandemic leading many Canadian retailers to start or expand their e-commerce platforms in April in response to physical distancing measures and closures of brick and mortar stores. A further indication of this trend was recently cited by the [Canadian Internet Registration Authority](#), which reported April and May were record months for new internet domain registrations, and a period in which 55% of new registrants were either creating a new business website or building a new e-commerce platform.

The April 2020 Retail Trade Survey points out retail e-commerce sales accounted for a record high 9.5% of total retail trade in April. "On a year-over-year basis, retail e-commerce more than doubled (+120.3%), while total unadjusted retail sales were down by close to one-third (-30.5%)," the agency notes.

RETAIL E-COMMERCE SALES – April 2020



Source: [Statistics Canada](#)