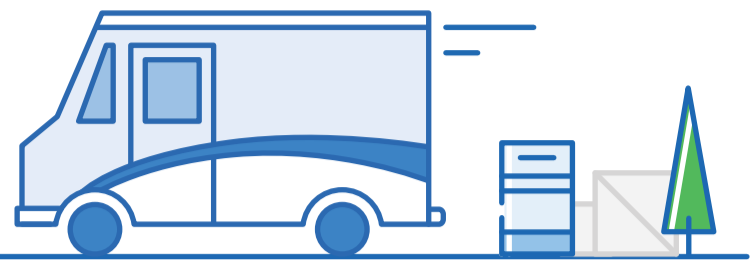


# How to make your small business stand out in 2021



## What we have seen

Small businesses were top of mind for many Canadian consumers during the pandemic – particularly Hyper Elite shoppers.

33% of Hyper Elite shoppers have bought more from smaller businesses due to COVID-19 to support them.<sup>1</sup>

Hyper Elite shoppers make 41+ purchases online per year.<sup>2</sup>



## The online and local sentiment

85% of shoppers said they will continue to support smaller businesses as much as they can after COVID-19.<sup>1</sup>

56% of shoppers shopped online with retailers they'd only shopped with in store before or had never shopped with before.<sup>1</sup>



### Tips for retailers

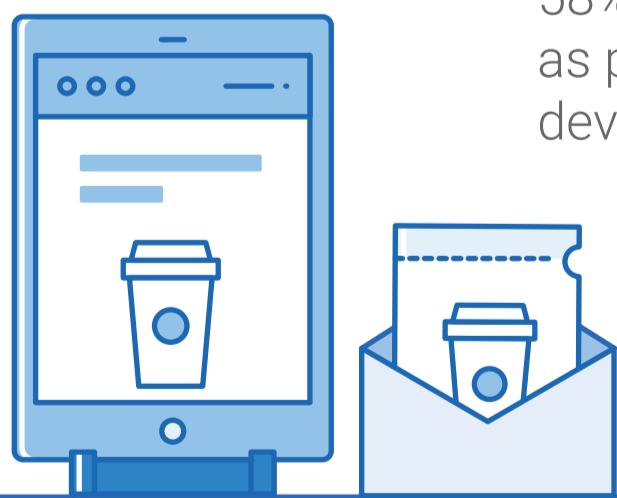
- We expect more Canadians will shop online**, so ensure your business is e-commerce enabled to capture sales.
- Grab the attention of Canadians** who want to support your small, local business.



## As we look to the future

37% of shoppers preferred to receive promotions from small local businesses in their mailbox over other forms of communication.<sup>1</sup>

58% of shoppers plan to shop as much as possible in store once a vaccine is developed.<sup>1</sup>



### Tips for retailers

- Incorporate direct mail into your marketing mix to **increase your reach locally**.
- Communicate with shoppers **how and where they want to hear from you**.

Sources:

1. Canada Post. *2020 Spring Survey*, 20-208, June 2020.

2. Canada Post. *The 2020 Canadian e-commerce report*, 2020.



Solutions for  
Small Business