

PayPal Now Available on Walmart.ca

Survey finds 58% spike in Canadian online grocery shoppers in just four weeks as PayPal teams up for the first time with a Canadian retailer that sells groceries

TORONTO, April 15, 2020 — PayPal is now available as a new payment option on Walmart.ca as more Canadians shop online for groceries and essentials than ever before, according to new research. A survey commissioned by PayPal in early April shows that 30 per cent of Canadians are shopping online for groceries. This marks a 58 per cent jump from a comparable survey conducted just four weeks earlier, before the coronavirus was declared a global pandemic.

Canadian consumers had already embraced online shopping before the pandemic, as 95 per cent reported in early March that they had made an online purchase. Before the health crisis, online grocery shopping was less popular, with only 19 per cent reporting engaging in the activity at the time. Now, the most recent survey shows close to one in three Canadians surveyed (30%) are shopping online to buy groceries. That survey also found that since the outbreak, more Canadians have started to shop online for essential items like household supplies (41% increase) and toiletries (33% increase), as well as other items like entertainment, toys and games (18% increase).

81% say new online shopping habits are here to stay

The new research findings seem to mark a substantial shift in Canadians' shopping behaviours. When asked if their online shopping habits would change in the coming months, the vast majority of respondents (81%) said they anticipate shopping online the same amount or more, and 44 per cent said they expect to increase their online shopping.

"In the current climate, we understand that shopping online for groceries and other everyday essentials is the need of the hour," said Paul Parisi, PayPal Canada President. *"We are delighted to announce that now more than seven million active PayPal users across the country can use their digital wallet to shop online at Walmart."*

"We are proud to be the first Canadian retailer that sells groceries to offer PayPal, making online shopping more accessible for more Canadians," said Alexis Lanternier, Executive Vice-President of eCommerce for Walmart Canada. "PayPal has a long-standing reputation as a safe and trusted payment provider and together, we're helping Canadians shop for the products they need right now."

Canadians who shy away from online shopping worry about secure payments

The most recent survey found that among Canadian respondents who don't shop online, 39 per cent are worried about putting their financial information on the Internet. Walmart has chosen to include PayPal into their online checkout to help put shoppers at ease as the payment platform doesn't share personal financial details with third parties.

Choosing PayPal during checkout means Canadians have the flexibility of paying for their purchase with their bank account, Visa Debit card, or credit card linked to their PayPal account while earning their card-associated reward points[\[1\]](#). Opening an account is free and customers are not charged a fee when making purchases.

Survey methodology

The findings include results of two surveys executed by Edelman through the Angus Reid Forum, the first taking place between March 3rd and 4th, and the second between April 1st and 2nd, 2020. The surveys were each conducted in English and French and included nationally representative samples of Canadians (1,562 and 1,503 respectively) who are members of the Angus Reid consumer panel.

About Angus Reid Forum surveys:

The precision of Angus Reid Forum online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 2.5 percentage points, 19 times out of 20, had all Canadians been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error. The Angus Reid Forum is Canada's most well-known and trusted online public opinion community consisting of engaged residents across the country who answer surveys on topical issues that matter to all Canadians.

About Walmart Canada


Walmart Canada operates a chain of 408 stores nationwide serving more than 1.5 million customers each day. Walmart Canada's flagship online store, Walmart.ca is visited by more than 900,000 customers daily. With more than 90,000 associates, Walmart Canada is one of Canada's largest employers and is ranked one of the country's top 10 most influential brands. Walmart Canada's extensive philanthropy program is focused on supporting Canadian families in need, and since 1994 Walmart Canada has raised and donated more than \$400 million to Canadian charities.

About PayPal

PayPal has remained at the forefront of the digital payment revolution for more than 20 years. By leveraging technology to make financial services and commerce more convenient, affordable, and secure, the PayPal platform is empowering more than 300 million consumers and merchants in more than 200 markets to join and thrive in the global economy. For more information, visit [paypal.ca](https://www.paypal.ca).

[\[i\]](#) Issuer's reward program terms and conditions apply.

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