

2024 Results

Ontario, Western Canada and
Quebec



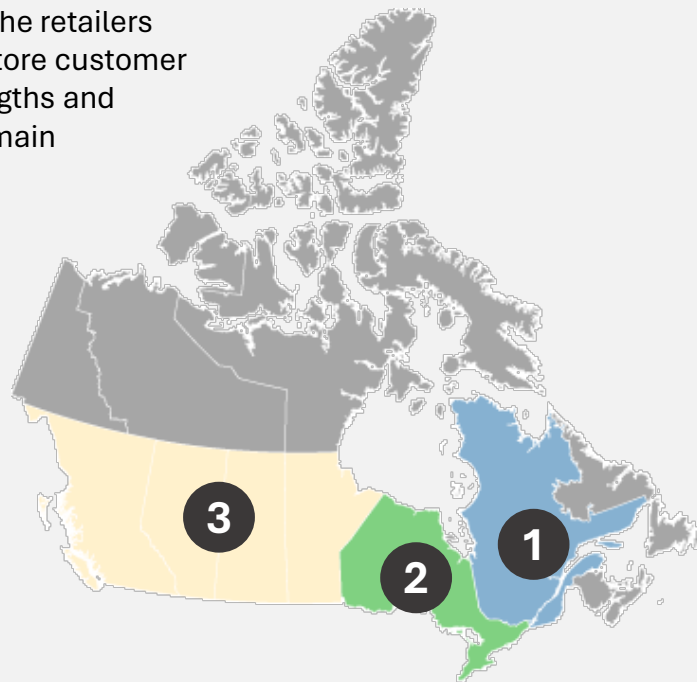
WOW

WOW
D I G I T A L

IN-STORE EXPERIENCE

This study evaluates various performance indicators **specific to retail businesses**. Year after year, it reveals the ranking of the retailers that offer the best in-store customer experience, their strengths and weaknesses, and the main in-store irritants.

- Analysis of industry sectors by markets (Quebec, Western Canada and Ontario)
- Survey data was collected from visitors to over 350 retail locations
- 25 industry sectors were evaluated



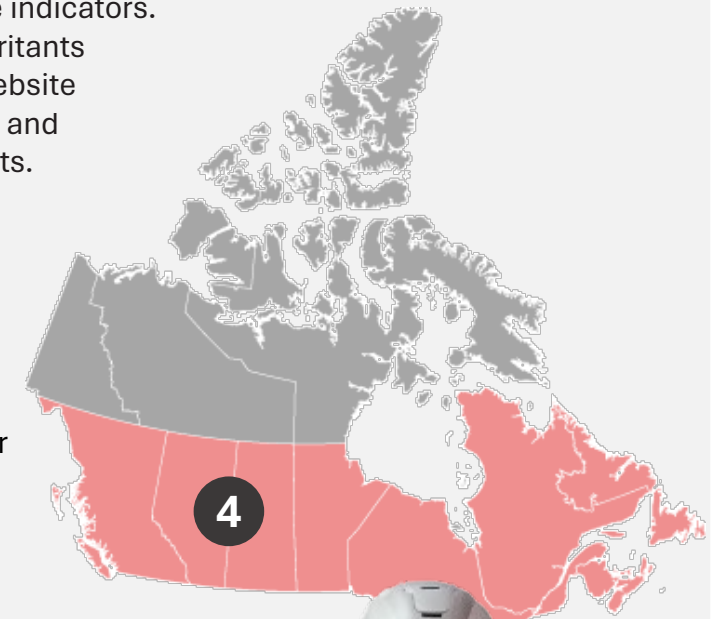
Special report on **inflation, loyalty** and **in-store appeal**



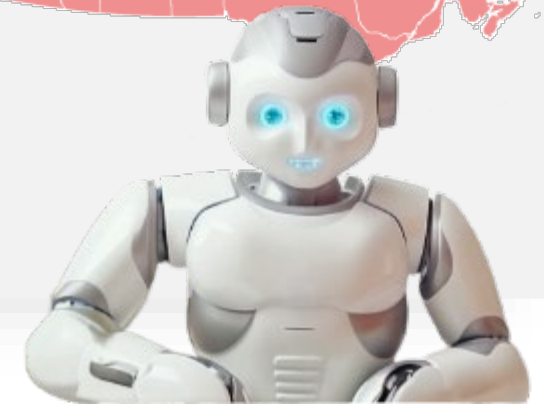
DIGITAL EXPERIENCE

This study evaluates the **online** customer experience, from online shopping to delivery, based on key online performance indicators. It identifies the major irritants encountered by your website and mobile app visitors and analyzes their comments.

- Analysis of industry sectors across Canada.
- Survey respondents included visitors to over 272 company websites and mobile apps.
- 27 industry sectors were evaluated.



Special feature on **customization** and **artificial intelligence**



1

2024 Results | Quebec

WOW Study

Best In-Store Customer
Experience in **Quebec**



Methodological Approach

The **WOW** study is the benchmark in measuring the customer experience for over 10 years.

It's a specialized sector-based study developed by Leger that evaluates the visitor experience on 23 dimensions of the customer journey, visit profile various performance indicators, irritants encountered and more.

A total of 228 Quebec retailers from 25 sectors were evaluated by their recent visitors.

Study population

More than 14,000 Quebecers **15 years of age or over**, who could speak French or English, participated in this study.

Evaluation of retailers

Each retailer was evaluated by **+/-400 respondents** who had visited (with or without purchase) one of its stores in Quebec recently.

Each respondent could rate up to a maximum of 4 retailers randomly selected from those visited, all sectors combined.

Data Collection Period

Data collection took place from **October 3 to November 10, 2023**.

Data Collection

The survey was conducted online. Respondents were randomly selected from LEO's panel of Internet users, a panel representative of the population in the region studied. The survey was accessible through a hyperlink and a unique access code included in an e-mail sent to the panelists targeted for the study.

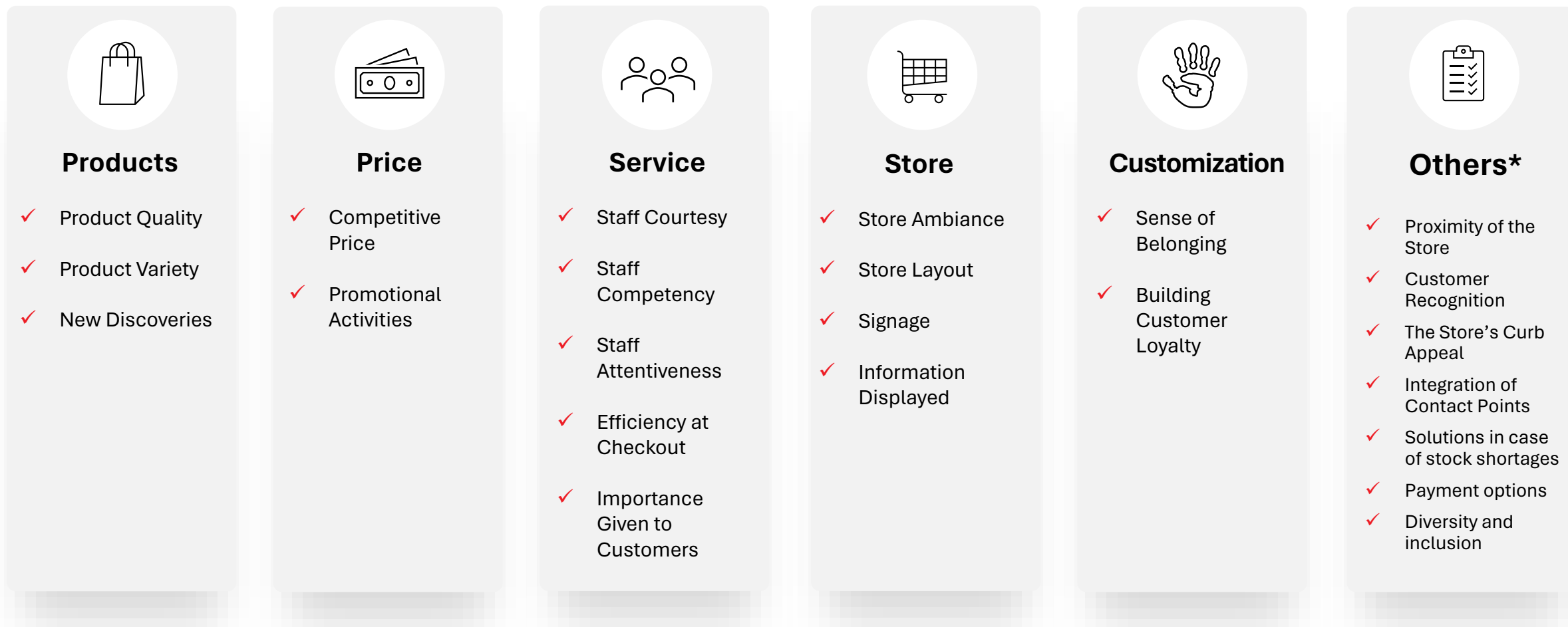
Weighting results by retailer

In order to have a representative sample per retailer, the results were weighted according to the socio-demographic profile of its recent visitors, based on the following variables: gender, age, mother tongue and region. The results can then be extrapolated to all the retailer's recent visitors.



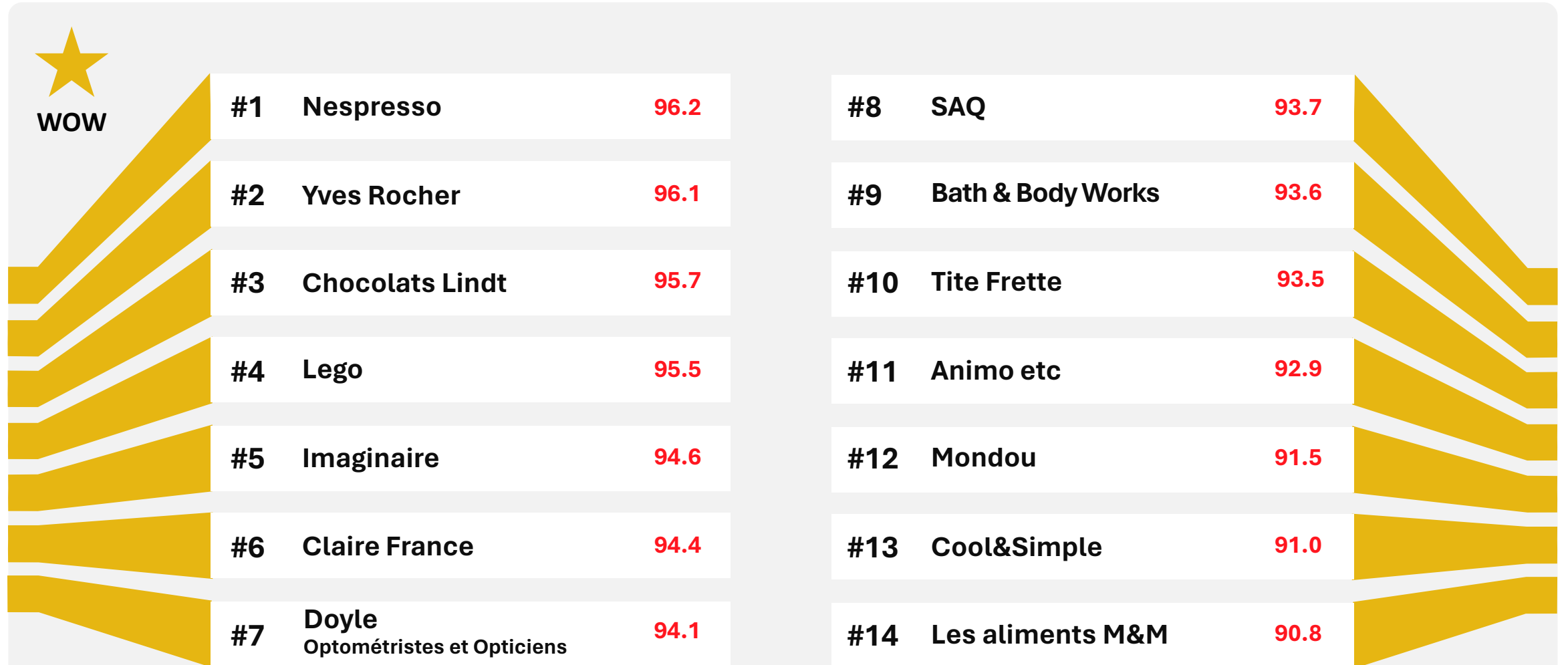
The In-Store WOW Index

The **WOW Index** is based on a store's performance on the **16 customer experience dimensions** related to products, price, service, store and customization taking into account the importance of each dimension in the store's line of business. The WOW index is a number **between 0 and 100**.



* These dimensions are not included in the WOW Index calculation.

The Best In-Store Experiences in Quebec 2024



*WOW Index of 90 and over.

Overall Ranking of All Retailers 2024 ^(1/2)

Quebec Market



# Quebec	Retailers 2024	WOW Index
★ 1	Nespresso	96.2
★ 2	Yves Rocher	96.1
★ 3	Chocolats Lindt	95.7
★ 4	Lego	95.5
★ 5	Imaginaire	94.6
★ 6	Claire France	94.4
★ 7	Doyle Optométristes et Opticiens	94.1
★ 8	SAQ	93.7
★ 9	Bath & Body Works	93.6
★ 10	Tite Frette	93.5
★ 11	Animo etc	92.9
★ 12	Mondou	91.5
★ 13	Cool&Simple	91.0
★ 14	Les aliments M&M	90.8
15	Lush	89.8
16	Les Thés DavidsTea	89.3
17	Le Grenier	88.8
18	BonLook	88.7
19	Fruits & Passion	88.4
19	Popeye's Suppléments	88.4
21	Marie Claire	87.9
22	Shop Santé	87.4
23	Chaussures Pop	86.9
24	Vincent d'Amérique	86.1
25	L'Occitane	86.0
25	Canac	86.0
27	Aerie	85.3
28	Familiprix	85.0
29	Le Pain dans les voiles	84.8
29	Chocolats Favoris	84.8

# Quebec	Retailers 2024	WOW Index
31	Iris	84.7
32	Latulippe	84.6
33	Laura	84.0
34	DeSerres	83.6
34	Apple Store	83.6
34	Opto-Réseau	83.6
37	Pitou Minou et compagnons	83.4
38	Reitmans	82.8
39	Dans un Jardin	81.7
40	Visique	80.8
41	Hamster	80.7
41	Brunet	80.7
43	Ernest	80.6
44	Proxim	80.3
45	MariePain	80.2
45	Penningtons / PENN.	80.2
47	Boulangerie Ange	80.1
48	Indigo / Chapters Indigo	80.0
49	La Senza	79.9
50	Le monde des bières	79.7
50	Grimard Optique	79.7
52	Décathlon	79.4
53	Centre Hi-Fi	79.3
54	Sephora	79.2
54	Jean Coutu	79.2
56	MEC	79.1
57	Germain Larivière	78.8
58	Avril	78.6
59	Sail	78.4
60	Les Moulins La Fayette	77.7

# Quebec	Retailers 2024	WOW Index
61	Moores	77.6
62	Michael's	77.5
63	Létourno	77.4
63	Birks	77.4
65	Pandora	77.2
66	Patrick Morin	77.0
67	Première Moisson	76.8
67	Naturiste	76.8
69	Starbucks Café	76.6
70	Chico	76.5
71	La Cordée	76.4
71	Renaud-Bray	76.4
73	Mode Choc	76.2
74	Rubino	76.1
74	Hachem	76.1
74	Tristan	76.1
77	Pattes & Griffes	76.0
78	Lunetterie F. Farhat	75.9
79	Ameublements Tanguay	75.4
80	Meubles Léon	75.2
81	Vrac et bocaux	75.1
82	Disquaires Sunrise	75.0
82	Uniprix	75.0
82	L'équipeur	75.0
85	New Look	74.9
86	Accès pharma	74.7
87	La Maison Simons	74.6
88	Arc'teryx	74.5
88	Mamie Clafoutis	74.5
90	La Vie en Rose	74.4

# Quebec	Retailers 2024	WOW Index
91	Golf Town	74.2
92	Lululemon	74.1
92	Costco Centre d'optique	74.1
94	Les marchés Tau	73.9
95	Lacoste	73.7
96	Laura Secord	73.6
96	Pharmaprix	73.6
98	Swarovski	73.4
99	Bulk Barn	73.2
100	Costco	73.0
101	Vidéotron	72.9
102	Coin des coureurs	72.8
103	Société québécoise du cannabis (SQDC)	72.7
103	Metro / Metro Plus	72.7
105	Atmosphere	72.4
105	JC Perreault	72.4
107	Victoria's Secret	72.1
108	Café Saint-Henri	72.0
109	Sports Experts	71.8
109	Rogers	71.8
111	Au Pain Doré	71.6
111	MUST / MUST Société	71.6
113	Linen Chest	71.5
114	Greiche & Scaff	71.3
114	TELUS	71.3
116	Archambault	71.2
117	Marché Branche d'Olivier	71.0
117	Canadian Tire	71.0
119	Mega Vrac	70.7
119	Bureau en gros	70.7

Overall Ranking of All Retailers 2024 ^(2/2)

Quebec Market



# Quebec	Retailers 2024	WOW Index
121	NIKE	70.6
122	Pentagone	70.4
123	WLKN	70.2
124	Aritzia	69.9
125	Puma	69.8
125	Yellow	69.8
127	Sports aux puces	69.7
127	Change Lingerie	69.7
129	Rachelle-Béry	69.5
130	GAP	69.4
131	L'Amour du pain	69.1
131	Super C	69.1
133	Empire	69.0
134	JD Sports	68.8
134	Browns	68.8
134	Little Burgundy	68.8
134	Tigre géant	68.8
138	L'intervalle	68.7
138	T&T Supermarché	68.7
140	Mobilia	68.6
141	Spring / Call It Spring	68.2
142	Amnesia	67.9
143	LensCrafters	67.8
144	Maison Corbeil	67.6
144	Home Hardware	67.6
146	Bell	67.4
147	BMR	67.2
148	Griffon	67.1
149	Koodo	66.9
150	Aubainerie	66.8

# Quebec	Retailers 2024	WOW Index
150	Virgin Plus	66.8
152	IKEA	66.7
152	Garage	66.7
154	Jack & Jones	66.3
155	Café Myriade	65.7
155	Dynamite	65.7
157	Foot Locker	65.6
157	Adonis	65.6
159	Bouclair	65.3
160	Provigo / Provigo Le marché	65.1
160	Stokes	65.1
162	Adidas	65.0
163	Meubles RD	64.9
163	Uniqlo	64.9
165	Globo	64.8
165	Jonathan	64.8
167	IGA / IGA Extra	64.7
167	HomeSense	64.7
167	RONA	64.7
170	Dormez-vous	64.5
171	La diperie	64.4
171	La Source	64.4
171	RW & Co.	64.4
174	L.L. Bean	63.9
174	Best Buy Mobile	63.9
176	Structube	63.8
177	La Baie d'Hudson	63.7
178	Épicerie LOCO	63.6
178	Maxi / Maxi & cie	63.6
178	Corbeil Électroménagers	63.6

# Quebec	Retailers 2024	WOW Index
181	Tommy Café	63.5
182	Marché Richelieu	63.4
183	Ordinateurs Canada	63.3
184	Walmart	63.1
184	Old Navy	63.1
186	Toys "R" Us	63.0
187	Winners	62.7
187	Fido	62.7
189	Brick	62.4
190	Proxi / Proxi Extra	62.2
191	Urban Barn	62.1
192	Aldo	61.8
192	Les Marchés Tradition	61.8
192	Home Depot	61.8
195	Best Buy	61.5
196	Sprint	61.3
197	Marshalls	61.1
198	Rossey	61.0
199	Sporting Life	59.8
199	IGA Express / Mini	59.8
201	Couche-Tard	59.1
202	Supermarché PA	58.6
203	Marché Ami	57.8
204	Marché Bonichoix	57.7
205	Canadian appliance source (CAS)	57.5
206	Club C / Club Chaussures	56.9
207	Dépanneur 7 jours	56.7
207	Ardène	56.7
209	Urban Planet	56.3
210	Dépanneur Voisin	55.9

# Quebec	Retailers 2024	WOW Index
211	Réno-Dépôt	54.9
212	Beau-soir	54.1
213	JYSK	53.7
214	Intermarché	53.1
215	H&M	51.3
216	Bonanza	51.1
217	Dollarama	50.8
217	Zellers	50.8
219	Marché Express	50.6
220	Fruiterie Sami Fruits	50.5
221	Dépanneur du Coin	50.4
222	Euromarché	49.2
223	Boni-Soir	47.9
224	Hart	47.7
225	Joe Fresh	47.1
226	Magi-Prix	46.4
227	Zara	46.2
228	Centre Boom Liquidation	42.4

1.2

2024 Results | Quebec

WOW Study

Best In-Store Customer
Experience in **Quebec**
(WOW Index Ranking by Sector)



ALCOHOL & CANNABIS

★	8	SAQ	93.7
★	10	Tite Frette	93.5
	50	Le monde des bières	79.7
	103	Société québécoise du cannabis (SQDC)	72.7

CONVENIENCE STORE

	190	Proxi / Proxi Extra	62.2
	196	Sprint	61.3
	199	IGA Express / Mini	59.8
	201	Couche-Tard	59.1
	207	Dépanneur 7 jours	56.7
	210	Dépanneur Voisin	55.9
	212	Beau-soir	54.1
	219	Marché Express	50.6
	221	Dépanneur du Coin	50.4
	223	Boni-Soir	47.9

GROCERY

	58	Avril	78.6
	103	Metro / Metro Plus	72.7
	129	Rachelle-Béry	69.5
	131	Super C	69.1
	138	T&T Supermarché	68.7
	157	Adonis	65.6
	160	Provigo / Provigo Le marché	65.1
	167	IGA / IGA Extra	64.7
	178	Maxi / Maxi & cie	63.6
	182	Marché Richelieu	63.4
	192	Les Marchés Tradition	61.8
	202	Supermarché PA	58.6
	203	Marché Ami	57.8
	204	Marché Bonichoix	57.7
	214	Intermarché	53.1
	216	Bonanza	51.1
	220	Fruiterie Sami Fruits	50.5
	222	Euromarché	49.2

PHARMACY

	28	Familiprix	85.0
	41	Brunet	80.7
	44	Proxim	80.3
	54	Jean Coutu	79.2
	82	Uniprix	75.0
	86	Accès pharma	74.7
	96	Pharmaprix	73.6

DEPARTMENT STORE

73	Mode Choc	76.2
87	La Maison Simons	74.6
100	Costco	73.0
117	Canadian Tire	71.0
134	Tigre géant	68.8
150	Aubainerie	66.8
177	La Baie d'Hudson	63.7
184	Walmart	63.1
187	Winners	62.7
197	Marshalls	61.1
198	Rossy	61.0
217	Dollarama	50.8
217	Zellers	50.8
224	Hart	47.7
226	Magi-Prix	46.4
228	Centre Boom Liquidation	42.4

FURNITURE & DECOR

57	Germain Larivière	78.8
79	Ameublements Tanguay	75.4
80	Meubles Léon	75.2
105	JC Perreault	72.4
111	MUST / MUST Société	71.6
113	Linen Chest	71.5
140	Mobilia	68.6
144	Maison Corbeil	67.6
152	IKEA	66.7
159	Bouclair	65.3
160	Stokes	65.1
163	Meubles RD	64.9
167	HomeSense	64.7
170	Dormez-vous	64.5
176	Structube	63.8
178	Corbeil Électroménagers	63.6
189	Brick	62.4
191	Urban Barn	62.1
205	Canadian appliance source (CAS)	57.5
213	JYSK	53.7

ELECTRONICS

34	Apple Store	83.6
41	Hamster	80.7
53	Centre Hi-Fi	79.3
119	Bureau en gros	70.7
171	La Source	64.4
183	Ordinateurs Canada	63.3
195	Best Buy	61.5

HARDWARE

25	Canac	86.0
66	Patrick Morin	77.0
144	Home Hardware	67.6
147	BMR	67.2
167	RONA	64.7
192	Home Depot	61.8
211	Réno-Dépôt	54.9

EYEWEAR



7	Doyle Optométristes et Opticiens	94.1
18	BonLook	88.7
31	Iris	84.7
34	Opto-Réseau	83.6
40	Visique	80.8
50	Grimard Optique	79.7
78	Lunetterie F. Farhat	75.9
85	New Look	74.9
92	Costco Centre d'optique	74.1
114	Greiche & Scaff	71.3
143	LensCrafters	67.8



BEAUTY

2	Yves Rocher	96.1
9	Bath & Body Works	93.6
15	Lush	89.8
19	Fruits & Passion	88.4
25	L'Occitane	86.0
39	Dans un Jardin	81.7
54	Sephora	79.2

ARTS AND CRAFTS

34	DeSerres	83.6
48	Indigo / Chapters Indigo	80.0
62	Michael's	77.5
71	Renaud-Bray	76.4
74	Hachem	76.1
116	Archambault	71.2

JEWELRY

63	Birks	77.4
65	Pandora	77.2
98	Swarovski	73.4

SHOES

23	Chaussures Pop	86.9
74	Rubino	76.1
125	Yellow	69.8
134	Browns	68.8
134	Little Burgundy	68.8
138	L'intervalle	68.7
141	Spring / Call It Spring	68.2
165	Globo	64.8
192	Aldo	61.8
206	Club C / Club Chaussures	56.9

CHOCOLATE & COFFEE

★	1 Nespresso	96.2
★	3 Chocolats Lindt	95.7
	16 Les Thés DavidsTea	89.3
	29 Chocolats Favoris	84.8
	69 Starbucks Café	76.6
	96 Laura Secord	73.6
	108 Café Saint-Henri	72.0
	155 Café Myriade	65.7
	171 La diperie	64.4
	181 Tommy Café	63.5

SPECIALIZED FOOD

★	13 Cool&Simple	91.0
★	14 Les aliments M&M	90.8
	81 Vrac et bocaux	75.1
	94 Les marchés Tau	73.9
	99 Bulk Barn	73.2
	117 Marché Branche d'Olivier	71.0
	119 Mega Vrac	70.7
	178 Épicerie LOCO	63.6

BAKERY

29	Le Pain dans les voiles	84.8
45	MariePain	80.2
47	Boulangerie Ange	80.1
60	Les Moulins La Fayette	77.7
67	Première Moisson	76.8
88	Mamie Clafoutis	74.5
111	Au Pain Doré	71.6
131	L'Amour du pain	69.1

NATURAL PRODUCTS

19	Popeye's Suppléments	88.4
22	Shop Santé	87.4
67	Naturiste	76.8

SPORTS & OUTDOORS

32	Latulippe	84.6
52	Décathlon	79.4
56	MEC	79.1
59	Sail	78.4
71	La Cordée	76.4
88	Arc'teryx	74.5
91	Golf Town	74.2
92	Lululemon	74.1
102	Coin des coureurs	72.8
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125	Puma	69.8
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157	Foot Locker	65.6
162	Adidas	65.0
174	L.L. Bean	63.9
199	Sporting Life	59.8

TELECOMMUNICATIONS

101	Vidéotron	72.9
109	Rogers	71.8
114	TELUS	71.3
146	Bell	67.4
149	Koodo	66.9
150	Virgin Plus	66.8
174	Best Buy Mobile	63.9
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PETS

11	Animo etc	92.9
12	Mondou	91.5
37	Pitou Minou et compagnons	83.4
63	Létourno	77.4
70	Chico	76.5
77	Pattes & Griffes	76.0

TOYS & GAMES



4	Lego	95.5
5	Imaginaire	94.6
82	Disquaires Sunrise	75.0
148	Griffon	67.1
186	Toys "R" Us	63.0

WOMEN'S APPAREL



6	Claire France	94.4
17	Le Grenier	88.8
21	Marie Claire	87.9
33	Laura	84.0
38	Reitmans	82.8
45	Penningtons / PENN.	80.2
124	Aritzia	69.9
152	Garage	66.7
155	Dynamite	65.7
207	Ardène	56.7

UNISEX APPAREL

74	Tristan	76.1
82	L'équipeur	75.0
95	Lacoste	73.7
122	Pentagone	70.4
123	WLKN	70.2
130	GAP	69.4
142	Amnesia	67.9
163	Uniqlo	64.9
171	RW & Co.	64.4
184	Old Navy	63.1
209	Urban Planet	56.3
215	H&M	51.3
225	Joe Fresh	47.1
227	Zara	46.2

MEN'S APPAREL

24	Vincent d'Amérique	86.1
43	Ernest	80.6
61	Moore's	77.6
154	Jack & Jones	66.3
165	Jonathan	64.8

LINGERIE

27	Aerie	85.3
49	La Senza	79.9
90	La Vie en Rose	74.4
107	Victoria's Secret	72.1
127	Change Lingerie	69.7

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2024 Results | Ontario

WOW Study

Best In-Store Customer
Experience in **Ontario**



The **WOW** study is the benchmark in measuring the customer experience for over 10 years.

It's a specialized sector-based study developed by Leger that evaluates the visitor experience on 23 dimensions of the customer journey. visit profile various performance indicators, irritants encountered and more.

A total of 162 Ontario retailers from 21 sectors were evaluated by their recent visitors.

Study population

More than 12,000 Ontarians **15 years of age or over**, who could speak French or English, participated in this study.

Evaluation of retailers

Each retailer was evaluated by **+/-300 respondents** who had visited (with or without purchase) one of its stores in Ontario recently.

Each respondent could rate up to a maximum of 4 retailers randomly selected from those visited, all sectors combined.

Data Collection Period

Data collection took place from **October 12 to November 22, 2023**.

Data Collection

The survey was conducted online. Respondents were randomly selected from LEO's panel of Internet users, a panel representative of the population in the region studied. The survey was accessible through a hyperlink and a unique access code included in an e-mail sent to the panelists targeted for the study.

Weighting results by retailer

In order to have a representative sample per retailer, the results were weighted according to the socio-demographic profile of its recent visitors, based on the following variables: gender, age, mother tongue and region. The results can then be extrapolated to all the retailer's recent visitors.



The In-Store WOW Index

The **WOW Index** is based on a store's performance on the **16 customer experience dimensions** related to products, price, service, store and customization taking into account the importance of each dimension in the store's line of business. The WOW index is a number **between 0 and 100**.



Products

- ✓ Product Quality
- ✓ Product Variety
- ✓ New Discoveries



Price

- ✓ Competitive Price
- ✓ Promotional Activities



Service

- ✓ Staff Courtesy
- ✓ Staff Competency
- ✓ Staff Attentiveness
- ✓ Efficiency at Checkout
- ✓ Importance Given to Customers



Store

- ✓ Store Ambiance
- ✓ Store Layout
- ✓ Signage
- ✓ Information Displayed



Customization

- ✓ Sense of Belonging
- ✓ Building Customer Loyalty

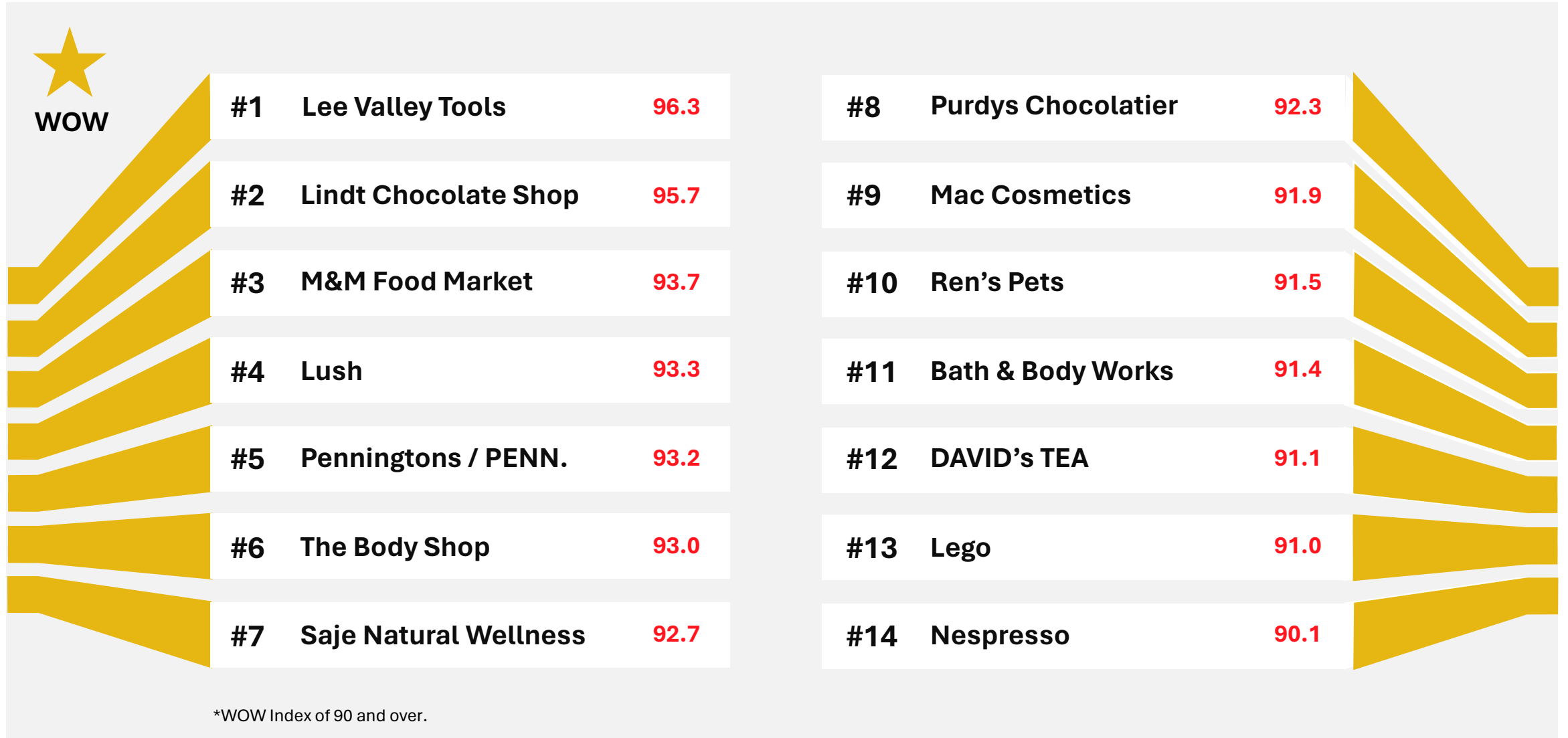


Others*

- ✓ Proximity of the Store
- ✓ Customer Recognition
- ✓ The Store's Curb Appeal
- ✓ Integration of Contact Points
- ✓ Solutions in case of stock shortages
- ✓ Payment options
- ✓ Diversity and inclusion

* These dimensions are not included in the WOW Index calculation.

The Best In-Store Experiences in Ontario 2024



Overall Ranking of All Retailers 2024 ^(1/2)

Ontario Market



# Ontario	Retailers 2024	WOW Index
★ 1	Lee Valley Tools	96.3
★ 2	Lindt Chocolate Shop	95.7
★ 3	M&M Food Market	93.7
★ 4	Lush	93.3
★ 5	Penningtons / PENN.	93.2
★ 6	The Body Shop	93.0
★ 7	Saje Natural Wellness	92.7
★ 8	Purdys Chocolatier	92.3
★ 9	Mac Cosmetics	91.9
★ 10	Ren's Pets	91.5
★ 11	Bath & Body Works	91.4
★ 12	DAVID's TEA	91.1
★ 13	Lego	91.0
★ 14	Nespresso	90.1
15	The Wine Rack	89.8
16	AESOP	89.2
17	Benefit Cosmetics	88.3
18	PharmaChoice	87.9
19	Global Pet Foods	87.6
20	BMR	86.9
21	Pet Valu	86.6
22	L'Occitane	86.0
23	Sephora	85.7
24	Rocky Mountain Chocolate	85.1
25	Remedy'sRx	84.5
26	Chocolats Favoris	83.8
27	The Wine Shop	83.7
27	Arc'teryx	83.7
29	The Medicine Shoppe Pharmacy	83.0
30	Cabela's/Bass Pro shops	82.6

# Ontario	Retailers 2024	WOW Index
31	Pharmasave	81.6
32	Samsung	81.4
33	MEC	80.8
34	Reitmans	80.0
35	Mastermind Toys	79.5
36	Sail	79.1
37	Moores	79.0
38	Best Buy Mobile	78.7
39	Kitchen Stuff Plus	78.3
40	Under Armour	78.2
40	Leon's Furniture	78.2
42	Stokes	77.6
43	Bulk Barn	77.5
44	L.L. Bean	77.4
45	Home Hardware	77.2
46	PetSmart	76.7
47	Canadian appliance source (CAS)	76.5
48	Starbucks Coffee	76.4
48	TELUS	76.4
50	Lacoste	76.3
50	Decathlon	76.3
52	Popeye's Supplements	76.3
53	Harry Rosen	76.0
54	IKEA	75.8
55	Golf Town	75.2
56	Lululemon	74.8
56	Longo's	74.8
58	Laura Secord	74.7
58	Laura	74.7
60	Sunrise Records	74.5

# Ontario	Retailers 2024	WOW Index
61	Guardian	74.5
62	Chapters Indigo	74.0
63	The Running Room	73.8
63	Indochino	73.8
63	Apple Store	73.8
66	Holt Renfrew	73.6
67	Softmoc	73.4
68	Virgin Plus	73.2
68	Uniqlo	73.2
68	I.D.A.	73.2
71	LCBO	72.8
72	Fortinos	72.6
73	GNC	72.5
73	Globo	72.5
73	Costco	72.5
76	NIKE	72.4
77	Simons	72.1
78	JD Sports	71.9
79	Zehrs	71.8
80	Whole Foods Market	71.5
81	Tip Top tailors	71.4
81	GAP	71.4
83	Food Basics	70.9
84	Jack & Jones	70.8
85	Sleep Country Canada	70.6
86	Rogers	70.5
87	Koodo	70.4
88	Roots	70.1
88	Urban Barn	70.1
88	Adonis Market	70.1

# Ontario	Retailers 2024	WOW Index
91	Foot Locker	69.9
92	Adidas	69.8
93	Jean Coutu	69.6
93	Sporting Life	69.6
95	Michael's	69.3
96	Metro	68.8
96	No Frills	68.8
96	Shoppers Drug Mart	68.8
99	Freedom Mobile	68.5
99	Banana Republic	68.5
101	Best Buy	68.3
102	The Source	68.1
103	Rexall	68.0
104	Farm Boy	67.8
105	% Arabica	67.7
106	Visions Electronics	67.2
107	Structube	67.1
108	Home Depot	66.6
108	Your Independent Grocer	66.6
110	Canadian Tire	66.5
110	Canada Computers	66.5
112	Aldo	66.3
113	Winners	66.3
114	Fido	65.9
115	RONA	65.7
116	Call It Spring	65.5
117	Ardène	65.3
117	Marshalls	65.3
117	Real Canadian Superstore (RCSS)	65.3
117	FreshCo	65.3

Overall Ranking of All Retailers 2024 ^(2/2)

Ontario Market



# Ontario	Retailers 2024	WOW Index
121	Mark's	65.2
122	Sobeys	64.3
122	Chatr Mobile	64.3
122	H&M	64.3
125	Staples	64.2
126	Linen Chest	64.0
127	HomeSense	63.8
128	Giant Tiger	63.7
129	Dynamite	63.4
130	Frank And Oak	63.3
131	Zara	63.2
132	Bell	62.9
133	RW & Co	62.8
134	Urban Planet	62.4
135	Old Navy	62.1
136	Toys "R" Us	62.0
137	Browns	61.9
138	Sport Chek	61.0
139	The Brick	60.5
140	Lowe's	60.2
141	Walking on a Cloud	60.1
142	Goodness Me!	59.6
143	Garage	59.5
144	Loblaws	59.1
145	JYSK	59.0
146	Valu-Mart	58.9
147	Shoe Company	58.0
148	Hudson's Bay / HBC	57.0
149	Walmart	56.2
150	Foodland	55.3

# Ontario	Retailers 2024	WOW Index
151	Aritzia	55.3
152	Dollarama	53.0
153	T&T Supermarket	52.9
154	Independent City Market	52.4
155	Hart	52.2
156	Urban Outfitters	51.3
157	Joe Fresh	50.9
158	7-Eleven	50.1
159	Circle K	47.2
160	Nations	44.6
161	Rabba Fine Foods	44.5
162	Hasty Market	41.6

2.2

2024 Results | Ontario

WOW Study

Best In-Store

Experiences in **Ontario**

(WOW Index Ranking by Sector)



ALCOHOL		
15	The Wine Rack	89.8
27	The Wine Shop	83.7
71	LCBO	72.8

CONVENIENCE STORE		
158	7-Eleven	50.1
159	Circle K	47.2
162	Hasty Market	41.6

GROCERY		
56	Longo's	74.8
72	Fortinos	72.6
79	Zehrs	71.8
80	Whole Foods Market	71.5
83	Food Basics	70.9
88	Adonis Market	70.1
96	Metro	68.8
96	No Frills	68.8
104	Farm Boy	67.8
108	Your Independent Grocer	66.6
117	FreshCo	65.3
117	Real Canadian Superstore (RCSS)	65.3
122	Sobeys	64.3
144	Loblaws	59.1
146	Valu-Mart	58.9
150	Foodland	55.3
153	T&T Supermarket	52.9
154	Independent City Market	52.4
160	Nations	44.6
161	Rabba Fine Foods	44.5

PHARMACY		
18	PharmaChoice	87.9
25	Remedy'sRx	84.5
29	The Medicine Shoppe Pharmacy	83.0
31	Pharmasave	81.6
60	Guardian	74.5
68	I.D.A.	73.2
93	Jean Coutu	69.6
96	Shoppers Drug Mart	68.8
103	Rexall	68.0

DEPARTMENT STORE		
66	Holt Renfrew	73.6
73	Costco	72.5
77	Simons	72.1
110	Canadian Tire	66.5
112	Winners	66.3
117	Marshalls	65.3
128	Giant Tiger	63.7
148	Hudson's Bay / HBC	57.0
149	Walmart	56.2
152	Dollarama	53.0
155	Hart	52.2

FURNITURE & DECOR		
39	Kitchen Stuff Plus	78.3
40	Leon's Furniture	78.2
42	Stokes	77.6
47	Canadian appliance source (CAS)	76.5
54	IKEA	75.8
85	Sleep Country Canada	70.6
88	Urban Barn	70.1
107	Structube	67.1
126	Linen Chest	64.0
127	HomeSense	63.8
139	The Brick	60.5
145	JYSK	59.0

ELECTRONICS		
32	Samsung	81.4
63	Apple Store	73.8
101	Best Buy	68.3
102	The Source	68.1
106	Visions Electronics	67.2
110	Canada Computers	66.5
125	Staples	64.2

HARDWARE		
20	BMR	86.9
45	Home Hardware	77.2
108	Home Depot	66.6
115	RONA	65.7
140	Lowe's	60.2

BEAUTY

★	4 Lush	93.3
★	6 The Body Shop	93.0
★	9 Mac Cosmetics	91.9
★	11 Bath & Body Works	91.4
	16 AESOP	89.2
	17 Benefit Cosmetics	88.3
	22 L'Occitane	86.0
	23 Sephora	85.7

ARTS & CRAFTS

★	1 Lee Valley Tools	96.3
	62 Chapters Indigo	74.0
	95 Michael's	69.3

TOYS & GAMES

★	13 Lego	91.0
	35 Mastermind Toys	79.5
	60 Sunrise Records	74.5
	136 Toys "R" Us	62.0

PETS

★	10 Ren's Pets	91.5
	19 Global Pet Foods	87.6
	21 Pet Valu	86.6
	46 PetSmart	76.7

TELECOMMUNICATIONS

	38 Best Buy Mobile	78.7
	48 TELUS	76.4
	68 Virgin Plus	73.2
	86 Rogers	70.5
	87 Koodo	70.4
	99 Freedom Mobile	68.5
	114 Fido	65.9
	122 Chatr Mobile	64.3
	132 Bell	62.9

NATURAL PRODUCTS

★	7 Saje Natural Wellness	92.7
	50 Popeye's Supplements	76.3
	73 GNC	72.5
	142 Goodness Me!	59.6

SPECIALIZED FOOD

★	3 M&M Food Market	93.7
	43 Bulk Barn	77.5


CHOCOLATE & COFFEE

★	2 Lindt Chocolate Shop	95.7
★	8 Purdys Chocolatier	92.3
★	12 DAVID's TEA	91.1
★	14 Nespresso	90.1
	24 Rocky Mountain Chocolate	85.1
	26 Chocolats Favoris	83.8
	48 Starbucks Coffee	76.4
	58 Laura Secord	74.7
	105 % Arabica	67.7

SPORTS & OUTDOORS

27	Arc'teryx	83.7
30	Cabela's/Bass Pro shops	82.6
33	MEC	80.8
36	Sail	79.1
40	Under Armour	78.2
44	L.L. Bean	77.4
50	Decathlon	76.3
55	Golf Town	75.2
56	Lululemon	74.8
63	The Running Room	73.8
76	NIKE	72.4
78	JD Sports	71.9
91	Foot Locker	69.9
92	Adidas	69.8
93	Sporting Life	69.6
138	Sport Chek	61.0

WOMEN'S APPAREL

	5 Penningtons / PENN.	93.2
	34 Reitmans	80.0
	58 Laura	74.7
	117 Ardène	65.3
	129 Dynamite	63.4
	143 Garage	59.5
	150 Aritzia	55.3

UNISEX APPAREL

50 Lacoste	76.3
68 Uniqlo	73.2
81 GAP	71.4
88 Roots	70.1
99 Banana Republic	68.5
121 Mark's	65.2
122 H&M	64.3
130 Frank And Oak	63.3
131 Zara	63.2
133 RW & Co	62.8
134 Urban Planet	62.4
135 Old Navy	62.1
156 Urban Outfitters	51.3
157 Joe Fresh	50.9

MEN'S APPAREL

37 Moores	79.0
53 Harry Rosen	76.0
63 Indochino	73.8
81 Tip Top tailors	71.4
84 Jack & Jones	70.8

SHOES

67 Softmoc	73.4
73 Globo	72.5
112 Aldo	66.3
116 Call It Spring	65.5
137 Browns	61.9
141 Walking on a Cloud	60.1
147 Shoe Company	58.0

3

2024 Results | Western Canada

WOW Study

Best In-Store Experiences
in **Western Canada**



Methodological approach

The **WOW** study is the benchmark in measuring the customer experience for over 10 years.

It's a specialized sector-based study developed by Leger that evaluates the visitor experience on 23 dimensions of the customer journey, visit profile various performance indicators, irritants encountered and more.

A total of 55 Western Canadian retailers from 9 sectors were evaluated by their recent visitors.

Study population

More than 6,000 Western Canadians **15 years of age or over** (18+ for alcohol sector), who could speak French or English, participated in this study.

Evaluation of retailers

Each retailer was evaluated by **+/-300 respondents** who had visited (with or without purchase) one of its stores in Western Canada recently (British-Columbia, Alberta, Saskatchewan or Manitoba).

Each respondent could rate up to a maximum of 4 retailers randomly selected from those visited, all sectors combined.

Data Collection Period

Data collection took place from **October 12 to November 22, 2023**.

Data Collection

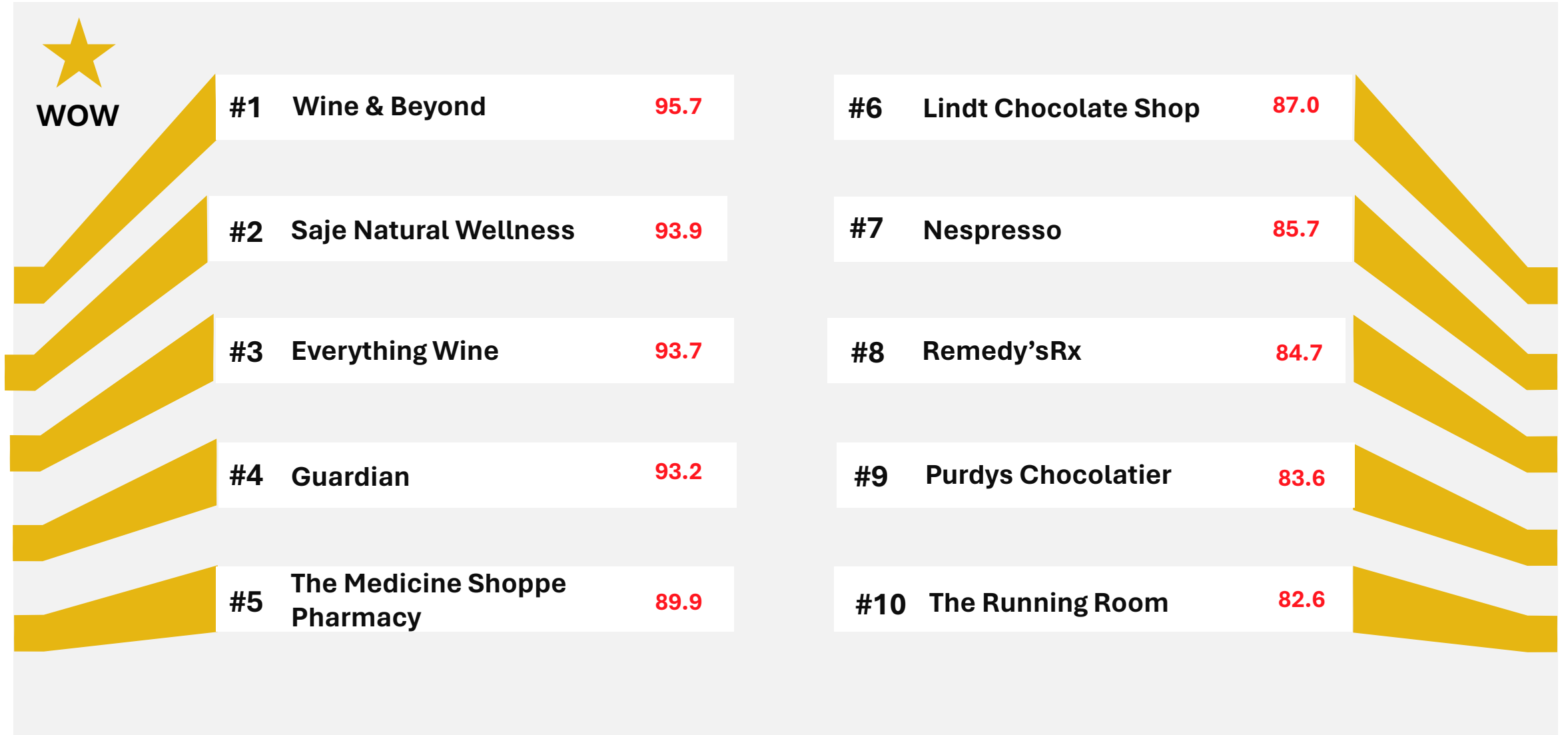
The survey was conducted online. Respondents were randomly selected from LEO's panel of Internet users, a panel representative of the population in the region studied. The survey was accessible through a hyperlink and a unique access code included in an e-mail sent to the panelists targeted for the study.

Weighting results by retailer

In order to have a representative sample per retailer, the results were weighted according to the socio-demographic profile of its recent visitors, based on the following variables: gender, age and province. The results can then be extrapolated to all the retailer's recent visitors.



The Best In-Store Experiences in Western Canada 2024



3.2

2024 Results | Western Canada

WOW Study

Best In-Store Experiences
in **Western Canada**

(WOW Index Ranking by Sector)



In-Store Experience in Western Canada | 2024

WOW Index Ranking by Sector (1/2)



ALCOHOL

★	1 Wine and Beyond	95.7
★	3 Everything Wine	93.7
	16 SaskLiquor	77.6
	19 BC LIQUOR Stores	75.5
	30 Liquor Depot	69.6
	46 Ace Liquor	59.9

DEPARTMENT STORE

	23 Costco	72.4
	44 Mark's	63.2
	46 Canadian Tire	59.9
	51 London Drugs	56.5
	54 Hudson's Bay / HBC	52.2
	55 Walmart	47.8

GROCERY

	21 Choices Market	74.1
	23 Fresh St. Market	72.4
	27 Whole Foods Market	71.1
	29 CO-OP Food	70.1
	32 Nesters Market	69.2
	33 Buy-Low Foods	68.6
	35 Save-On-Foods	67.7
	36 IGA / IGA Marketplace	67.6
	39 Real Canadian Superstore (RCSS)	66.1
	40 Thrifty Foods	65.7
	41 Safeway	65.0
	42 No Frills	64.1

PHARMACY

★	4 Guardian	93.2
★	5 The Medicine Shoppe Pharmacy	89.9
★	8 Remedy'sRx	84.7
	15 I.D.A.	78.0
	28 Pharmasave	70.8
	38 Shoppers Drug Mart	66.7
	43 Rexall	63.4

In-Store Experience in Western Canada | 2024

WOW Index Ranking by Sector (2/2)


FURNITURE & ELECTRONICS

13	Apple Store	79.9
25	IKEA	72.1
26	Visions Electronics	71.8
37	Best Buy	67.4
45	The Brick	62.8
49	Staples	58.2





HARDWARE

50	Home Depot	57.2
52	RONA	55.7
53	Lowe's	55.4

SPORT

	10	The Running Room	82.6
	12	MEC	80.5
	17	Lululemon	75.6
	17	Adidas	75.6
	20	Decathlon	74.4
	21	NIKE	74.1
	31	Sporting Life	69.3
	34	Foot Locker	68.1
	48	Sport Chek	59.3

SPECIALIZED STORE

	2	Saje Natural Wellness	93.9
	6	Lindt Chocolate Shop	87.0
	7	Nespresso	85.7
	9	Purdys Chocolatier	83.6
	11	Rocky Mountain Chocolate	80.6
	14	Sephora	79.1

4

2024 Results | Canada

WOW Study

Best Online
Experiences in **Canada**



Methodological Approach

The **WOW** study has been the benchmark for measuring the customer experience for over 10 years.

It's a specialized sector-based study developed by Leger that evaluates the visitor experience on 23 dimensions of the customer's online journey, visitor profile, various performance indicators, online irritants encountered and more.

A total of 272 Web sites / mobile apps from 27 sectors were rated by their recent visitors in Canada.

Study population

More than 20,000 Canadians 15 years of age or over, who could speak French or English, participated in this study.

Evaluation of Web sites / mobile apps

Each online experience was rated by +/- **300 respondents** who had visited the Web site or mobile app (with or without a purchase) in the past 12 months.

Each respondent could rate up to a maximum of 4 Web sites/ mobile apps randomly selected from those visited, all sectors combined.

Data collection period

Data collection took place from **October 19 to December 6, 2023**.

Data collection

The survey was conducted online. Respondents were randomly selected from LEO's panel of Internet users, a panel that is representative of the population in the study region. The survey was accessible through a hyperlink and a unique access code included in an e-mail sent to the panelists targeted for the study.

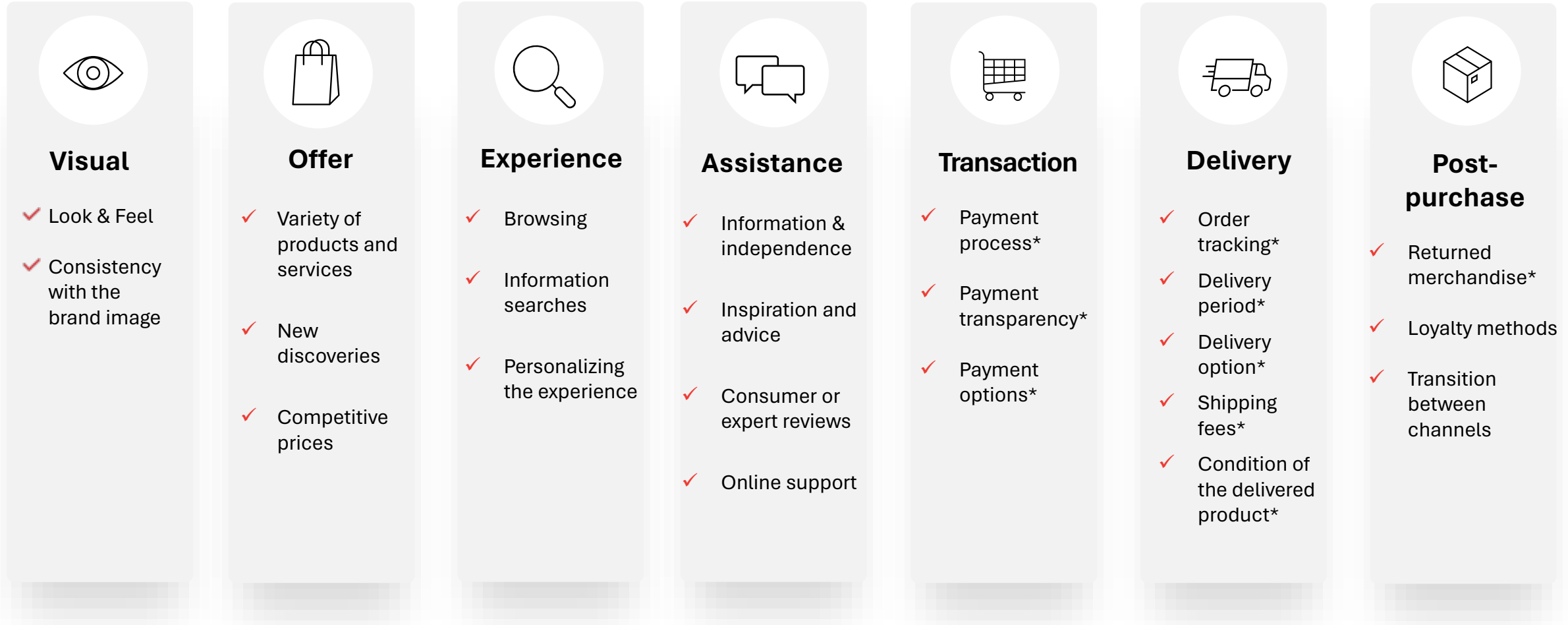
Weighting results by retailer

In order to have a representative sample per retailer, the results were weighted according to the socio-demographic profile of its recent visitors, based on the following variables: gender, age, mother tongue and province. The results can then be extrapolated to all recent Web site visitors.



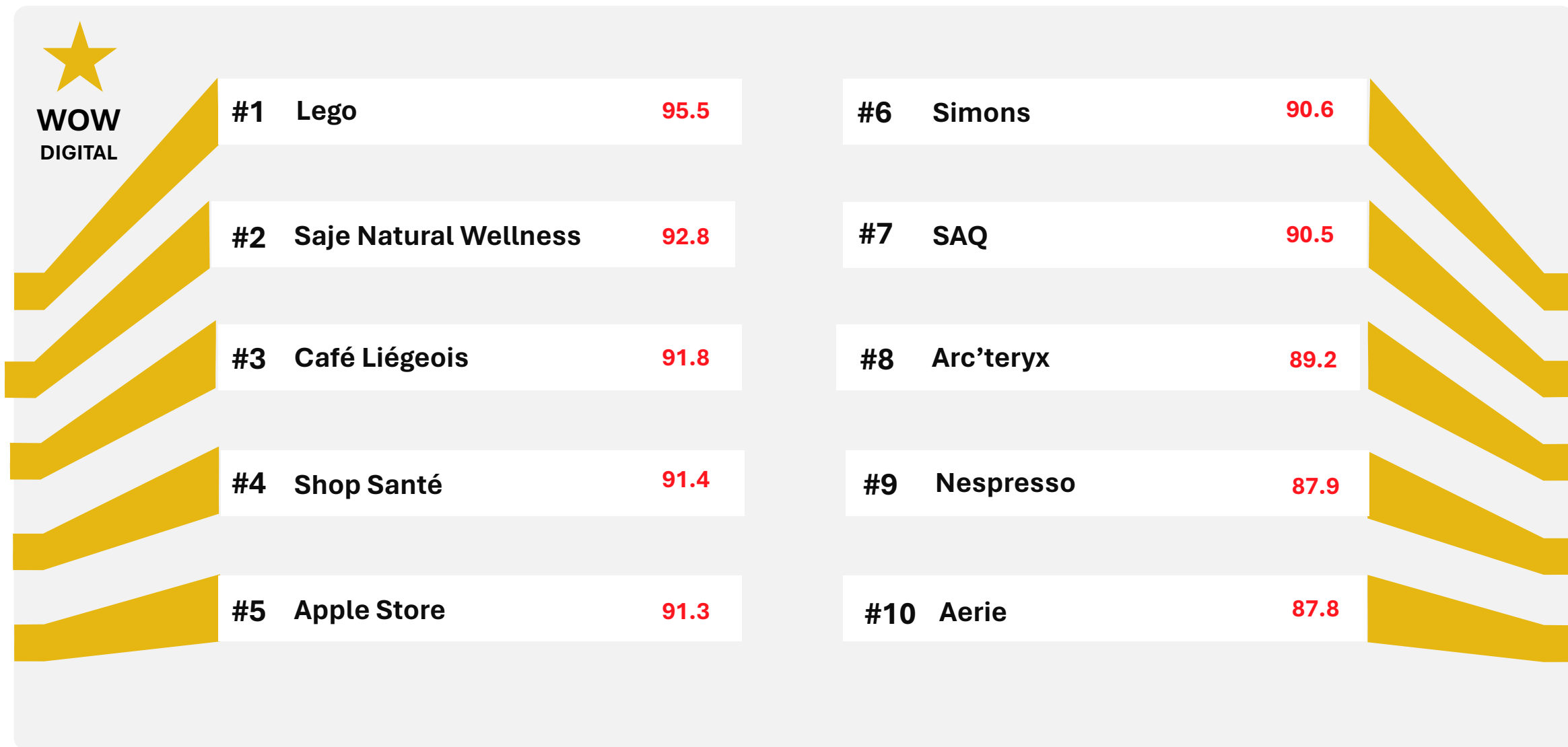
Online Customer Experience Model

The WOW Digital Index is based on the performance of the Web site or mobile app on **14 non-transactional dimensions of the online customer experience**, taking into account the importance of each dimension in the store's line of business. The WOW Index is a number **between 0 and 100**.



* These dimensions are not included in the WOW Digital Index calculation.

The Best Online Experience in Canada 2024



2024 Website Ranking According to the WOW Digital Index ^(1/3)

Canadian Market



# Canada	Websites / Apps 2024	WOW Digital Index
★ 1	Lego	95.5
★ 2	Saje Natural Wellness	92.8
★ 3	Café Liégeois	91.8
★ 4	Shop Santé	91.4
★ 5	Apple Store	91.3
★ 6	Simons	90.6
★ 7	SAQ	90.5
★ 8	Arc'teryx	89.2
★ 9	Nespresso	87.9
★ 10	Aerie	87.8
11	Benefit Cosmetics	87.5
12	Lindt Chocolate Shop	87.4
13	DAVIDsTEA	87.3
14	Starbucks Coffee	86.9
15	Popeye's Supplements	86.2
16	Puma	85.7
17	Mac Cosmetics	85.6
18	Yves Rocher	85.3
19	Lululemon	85.2
20	Penningtons / PENN.	84.9
21	NIKE	84.7
22	KITS	84.2
23	Décathlon	84.1
23	Tangerine	84.1
25	Knix	84.0
26	L'Occitane	83.5
27	Dispatch Coffee	83.3
27	Blush	83.3
29	Sephora	83.0
30	Mondou	82.7

# Canada	Websites / Apps 2024	WOW Digital Index
31	Lee Valley Tools	82.2
32	Purdys Chocolatier	81.1
33	Reitmans	80.4
34	Lush	80.2
35	Ren's Pets	80.1
35	The running room	80.1
37	Uniqlo	80.0
38	Under Armour	79.9
39	Altitude sports	79.8
39	AESOP	79.8
39	Jack & Jones	79.8
42	Lacoste	79.7
43	IKEA	79.5
43	The Body Shop	79.5
45	Godiva	79.4
46	Imaginaire	79.2
47	Zara	78.6
48	Keurig	78.4
49	The Last Hunt	78.3
49	Canac	78.3
51	Bath & Body Works	78.2
52	Dynamite	77.9
52	H&M	77.9
54	Amazon Canada	77.7
54	La Vie en Rose	77.7
56	Chocolats Favoris	77.6
56	Clearly	77.6
58	Harry Rosen	77.5
59	JD Sports	77.4
60	Structube	77.3

# Canada	Websites / Apps 2024	WOW Digital Index
60	BonLook	77.3
60	RW & Co	77.3
63	Swarovski	77.2
64	Laura Secord	76.8
65	Fizz	76.5
65	Garage	76.5
65	Mark's	76.5
68	Empire	76.4
68	La Senza	76.4
70	Banana Republic	76.2
71	Steve Madden	76.1
72	Lufa Farms	75.9
72	Breville	75.9
74	Victoria's Secret	75.8
75	Roots	75.6
76	WLKN	75.4
77	Cabela's/Bass Pro	75.3
77	Rocky Mountain Chocolate	75.3
79	Adidas	75.0
80	Shein	74.9
81	Latulippe	74.6
82	My online groceries by Metro	74.4
83	Warby Parker	74.0
84	Ameublements Tanguay	73.9
84	Pandora	73.9
86	Sutton Group	73.7
87	Centris	73.6
88	Spring	73.4
89	MUST	72.9
89	De'Longhi	72.9

# Canada	Websites / Apps 2024	WOW Digital Index
89	Bet99	72.9
89	Rexall	72.9
93	PC Express	72.8
93	Sports Experts	72.8
95	Aritzia	72.5
96	Centre Hi-Fi	72.4
97	Voilà by Sobey's	72.2
97	Remedy'sRx	72.2
99	Beneva	72.1
100	eBay	71.9
101	RBC Insurance	71.8
101	Browns	71.8
103	Urban Barn	71.6
104	L.L. Bean	71.4
104	Well.ca	71.4
106	Avril	71.3
106	The Medicine Shoppe	71.3
108	Birks	71.2
109	CIBC	71.1
110	Joe Fresh	71.0
111	Amazon Grocery & Whole Foods Market	70.8
112	Aldo	70.7
113	LCBO	70.5
113	Guardian	70.5
115	Jean Coutu	70.4
116	Costco	70.3
117	CAA Insurance	70.1
117	Shoe Company	70.1
117	Goodfood	70.1
120	Desjardins	70.0

2024 Website Ranking According to the WOW Digital Index (2/3)

Canadian Market



# Canada	Websites / Apps 2024	WOW Digital Index
121	Kitchen Stuff Plus	69.9
121	Archambault	69.9
121	Via Capitale	69.9
121	ATB Financial	69.9
125	Globo	69.7
126	Naturiste	69.6
127	Instacart	69.5
127	DuProprio	69.5
129	Amnesia	69.4
130	Desjardins Insurance	69.2
130	Cook it	69.2
132	Visions Electronics	69.1
133	MEC	68.9
134	Best Buy	68.7
135	Doyle Optométristes et Opticiens	68.6
136	Animo etc	68.4
136	PetSmart	68.4
138	Microsoft Store	68.3
139	Patrick Morin	68.1
140	Bouclair	68.0
140	Change Lingerie	68.0
142	Sport Chek	67.9
142	TD	67.9
144	Chico	67.8
145	Belair Direct	67.7
146	Koodo	67.6
147	Pattes et Griffes	67.2
148	Shoppers Drug Mart	67.1
149	Promutuel Insurance	66.9
149	PharmaChoice	66.9

# Canada	Websites / Apps 2024	WOW Digital Index
151	The Personal	66.8
151	Virgin Plus	66.8
153	SQDC	66.6
153	Longo's	66.6
155	Golf Town	66.4
155	Pokerstars	66.4
155	Brunet	66.4
155	Vidéotron	66.4
159	Chaussures Pop	66.3
159	Renaud-Bray	66.3
161	Intact Insurance	66.2
161	Chatr Mobile	66.2
163	Loto-Québec	66.1
163	Ebox	66.1
165	I.D.A.	66.0
166	Dans un Jardin	65.9
166	Canadian Tire	65.9
168	La Cordée	65.8
169	JackpotCity	65.5
170	Chapters Indigo	65.4
171	Staples	65.1
172	Familiprix	65.0
173	Samsung	64.9
173	Lowe's	64.9
175	Mode Choc	64.8
176	Linen Chest	64.3
176	Canada Computers	64.3
178	Mastermind Toys	64.2
179	Rachelle-Béry	64.0
179	Rubino	64.0

# Canada	Websites / Apps 2024	WOW Digital Index
179	Pharmasave	64.0
182	7-Eleven	63.9
182	Servus Credit Union	63.9
184	DeSerres	63.8
185	GNC	63.7
186	Super C	63.6
186	Allstate Insurance	63.6
186	Michael's	63.6
189	Ontario Lottery and Gaming (OLG)	63.3
190	Giant Tiger	63.2
190	Moores	63.2
192	Toys "R" Us	63.1
193	Foot Locker	63.0
193	BMO	63.0
195	BNC	62.7
196	Loblaws (corpo)	62.4
196	Nature's Emporium	62.4
198	Pet Valu	62.2
199	RBC	62.1
199	Scotiabank	62.1
201	Metro (corpo)	61.7
202	Cornershop by Uber	61.6
202	New Look	61.6
204	Walmart	61.5
204	Iris	61.5
206	Public Mobile	61.3
207	Uniprix	61.1
208	Proxim	61.0
209	Fruits & Passion	60.9
209	Bet365	60.9

# Canada	Websites / Apps 2024	WOW Digital Index
211	Aubainerie	60.7
212	Couche-Tard	60.6
213	Wayfair	60.5
214	Fido	60.4
215	T&T Supermarket	60.3
216	Tite Frette	60.2
216	Meubles RD	60.2
218	Quebec Blue Cross	60.1
219	Lucky Mobile	59.9
220	Co-operators	59.8
221	Home Depot	59.6
222	888casino	59.5
223	Circle K	59.3
224	RONA	59.0
225	Club C / Club Chaussures	58.8
226	Sporting Life	58.6
227	RE/MAX	58.5
228	Hamster	58.4
229	JC Perreault	58.3
229	Bell	58.3
231	iA Groupe financier	58.2
232	Maison Corbeil	58.0
233	Economical	57.8
234	Opto-Réseau	57.6
235	Sonnet Insurance	57.4
236	Proprio Direct	57.3
236	Freedom Mobile	57.3
236	Frank And Oak	57.3
239	Réno-Dépôt	56.7
240	Leon's Furniture	56.2

2024 Website Ranking According to the WOW Digital Index ^(2/3)

Canadian Market

# Canada	Websites / Apps 2024	WOW Digital Index
241	Sun Life	56.1
242	Hudon's Bay / HBC	56.0
243	No Frills (corpo)	55.8
244	Real Canadian Superstore (RCSS)	55.7
245	Global Pet Foods	55.5
245	Manulife	55.5
247	Sunrise Records	54.9
248	Canadian appliance source (CAS)	54.4
249	London Drugs	54.2
250	Corbeil Appliances	54.1
251	TELUS	54.0
252	Greiche & Scaff	53.7
252	BMR	53.7
254	Aviva	53.6
254	Royal LePage	53.6
256	Maxi (corpo)	53.1
257	Century 21	52.9
258	The Source	52.8
259	Home Hardware	52.5
260	TD Insurance / Meloche Monnex	52.4
261	Rogers	52.0
262	Provigo / Provigo Le marché	51.8
263	Brick	51.7
264	Germain Larivière	51.2
265	Mobilia	50.1
265	Ontario Blue Cross	50.1
267	Visique / FYIdoctors	47.7

# Canada	Websites / Apps 2024	WOW Digital Index
268	IGA/Sobey's (corpo)	47.1
269	Canada Life	46.1
270	Wawanesa	40.5
271	Dollarama	40.2
272	BLC	39.7

4.2

2024 Results | Canada

WOW Study

Best Online

Experiences in **Canada**

(WOW Index Ranking by Sector)



ALCOHOL & CANNABIS



7	SAQ	90.5
113	LCBO	70.5
153	Société québécoise du cannabis (SQDC)	66.6
216	Tite Frette	60.2

CONVENIENCE STORE

182	7-Eleven	63.9
212	Couche-Tard	60.6
223	Circle K	59.3

FOOD

72	Les Fermes Lufa / Lufa Farms	75.9
82	Mon épicerie en ligne de Metro	74.4
93	PC Express de Provigo Loblaws	72.8
97	Voilà par IGA / by Sobeys	72.2
106	Avril	71.3
111	Amazon Canada - Épicerie et Whole Foods Market	70.8
127	Instacart	69.5
153	Longo's	66.6
179	Rachelle-Béry	64.0
186	Super C	63.6
196	Loblaws (corpo)	62.4
201	Metro (corpo)	61.7
202	Cornershop de Uber	61.6
215	T&T Supermarché / T&T Supermarket	60.3
243	No Frills (corpo)	55.8
244	Real Canadian Superstore (RCSS) (corpo)	55.7
256	Maxi (corpo)	53.1
262	Provigo / Provigo Le marché (corpo)	51.8
268	IGA / Sobeys (corpo)	47.1

PHARMACY

89	Rexall	72.9
97	Remedy'sRx	72.2
104	Well.ca	71.4
106	The Medicine Shoppe Pharmacy	71.3
113	Guardian	70.5
115	Jean Coutu	70.4
148	Pharmaprix / Shoppers Drug Mart	67.1
149	PharmaChoice	66.9
155	Brunet	66.4
165	I.D.A.	66.0
172	Familiprix	65.0
179	Pharmasave	64.0
207	Uniprix	61.1
208	Proxim	61.0

DEPARTMENT STORE

★	6	Simons	90.6
	116	Costco	70.3
	166	Canadian Tire	65.9
	175	Mode Choc	64.8
	190	Tigre géant / Giant Tiger	63.2
	204	Walmart	61.5
	211	Aubainerie	60.7
	242	Hudon's Bay / HBC	56.0
	249	London Drugs	54.2
	271	Dollarama	40.2

FURNITURE & DECOR

	43	IKEA	79.5
	60	Structube	77.3
	84	Ameublements Tanguay	73.9
	89	MUST / MUST Société	72.9
	103	Urban Barn	71.6
	121	Kitchen Stuff Plus	69.9
	140	Bouclair	68.0
	176	Linen Chest	64.3
	216	Meubles RD / RD Furniture	60.2
	229	JC Perreault	58.3
	232	Maison Corbeil	58.0
	240	Meubles Léon / Leon's Furniture	56.2
		Centre Canadien	
	248	D'Électroménagers / Canadian appliance source (CAS)	54.4
	250	Corbeil Électroménagers / Corbeil Appliances	54.1
	263	Brick / The Brick	51.7
	264	Germain Larivière	51.2
	265	Mobilia	50.1

ELECTRONICS & OFFICE SUPPLIES

★	5	Apple Store	91.3
	96	Centre Hi-Fi	72.4
	132	Visions Electronics	69.1
	134	Best Buy	68.7
	138	Microsoft Store	68.3
	171	Bureau en gros / Staples	65.1
	173	Samsung	64.9
	176	Ordinateurs Canada / Canada Computers	64.3
	228	Hamster	58.4
	258	La Source / The Source	52.8

EYEWEAR

22	KITS	84.2
56	Clearly	77.6
60	BonLook	77.3
83	Warby Parker	74.0
135	Doyle Optométristes et Opticiens	68.6
202	New Look	61.6
204	Iris	61.5
234	Opto-Réseau	57.6
252	Greiche & Scaff	53.7
267	Visique / FYIdoctors	47.7

BEAUTY

11	Benefit Cosmetics	87.5
17	Mac Cosmetics	85.6
18	Yves Rocher	85.3
26	L'Occitane	83.5
29	Sephora	83.0
34	Lush	80.2
39	AESOP	79.8
43	The Body Shop	79.5
51	Bath & Body Works	78.2
166	Dans un Jardin	65.9
209	Fruits & Passion	60.9

JEWELRY

63	Swarovski	77.2
84	Pandora	73.9
108	Birks	71.2

SHOES

71	Steve Madden	76.1
88	Spring / Call It Spring	73.4
101	Browns	71.8
112	Aldo	70.7
117	Shoe Company	70.1
125	Globo	69.7
159	Chaussures Pop	66.3
179	Rubino	64.0
225	Club C / Club Chaussures	58.8

SPECIALIZED STORE

★	3	Café Liégeois	91.8
★	9	Nespresso	87.9
	12	Chocolats Lindt / Lindt Chocolate Shop	87.4
	13	Les Thés DavidsTea / DAVIDsTEA	87.3
	14	Starbucks Café / Starbucks Coffee	86.9
	27	Dispatch Coffee	83.3
	32	Purdys Chocolatier	81.1
	45	Godiva	79.4
	48	Keurig	78.4
	56	Chocolats Favoris	77.6
	64	Laura Secord	76.8
	72	Breville	75.9
	77	Rocky Mountain Chocolate	75.3
	89	De'Longhi	72.9

NATURAL PRODUCTS

★	2	Saje Natural Wellness	92.8
★	4	Shop Santé	91.4
	15	Popeye's Suppléments	86.2
	126	Naturiste	69.6
	185	GNC	63.7
	196	Nature's Emporium	62.4

LOTTERY AND GAMING

	89	Bet99	72.9
	155	Pokerstars	66.4
	163	Loto-Québec	66.1
	169	JackpotCity	65.5
	189	Ontario Lottery and Gaming Corporation (OLG)	63.3
	209	Bet365	60.9
	222	888casino	59.5

ARTS & CRAFTS

	31	Lee Valley Tools	82.2
	121	Archambault	69.9
	159	Renaud-Bray	66.3
	170	Indigo / Chapters Indigo	65.4
	184	DeSerres	63.8
	186	Michael's	63.6

TOYS & GAMES

★	1	Lego	95.5
	46	Imaginaire	79.2
	178	Mastermind Toys	64.2
	192	Toys "R" Us	63.1
	247	Disquaires Sunrise / Sunrise Records	54.9

SPORTS & OUTDOORS



8	Arc'teryx	89.2
16	Puma	85.7
19	Lululemon	85.2
21	NIKE	84.7
23	Décathlon	84.1
35	Le coin des coureurs / The Running Room	80.1
38	Under Armour	79.9
39	Altitude sports	79.8
49	La dernière chasse / The Last Hunt	78.3
59	JD Sports	77.4
68	Empire	76.4
77	Cabela's/Bass Pro shops	75.3
79	Adidas	75.0
81	Latulippe	74.6
93	Sports Experts / Atmosphere	72.8
104	L.L. Bean	71.4
133	MEC	68.9
142	Sport Chek	67.9
155	Golf Town	66.4
168	La Cordée	65.8
193	Foot Locker	63.0
226	Sporting Life	58.6

TELECOMMUNICATIONS

65	Fizz	76.5
146	Koodo	67.6
151	Virgin Plus	66.8
155	Vidéotron	66.4
161	Chatr Mobile	66.2
163	Ebox	66.1
206	Public Mobile	61.3
214	Fido	60.4
219	Lucky Mobile	59.9
229	Bell	58.3
236	Freedom Mobile	57.3
251	TELUS	54.0
261	Rogers	52.0

HARDWARE

49	Canac	78.3
139	Patrick Morin	68.1
173	Lowe's	64.9
221	Home Depot	59.6
224	RONA	59.0
239	Réno-Dépôt	56.7
252	BMR	53.7
259	Home Hardware	52.5

MEAL DELIVERY

117	Goodfood	70.1
130	Cook it	69.2

PETS		
30	Mondou	82.7
35	Ren's Pets	80.1
136	Animo etc	68.4
136	PetSmart	68.4
144	Chico	67.8
147	Pattes et Griffes	67.2
198	Pet Valu	62.2
245	Pitou Minou et compagnons / Global Pet Foods	55.5

APPAREL		
20	Penningtons / PENN.	84.9
33	Reitmans	80.4
37	Uniqlo	80.0
39	Jack & Jones	79.8
42	Lacoste	79.7
47	Zara	78.6
52	Dynamite	77.9
52	H&M	77.9
58	Harry Rosen	77.5
60	RW & Co	77.3
65	Garage	76.5
65	L'équipeur / Mark's	76.5
70	Banana Republic	76.2
75	Roots	75.6
76	WLKN	75.4
80	Shein	74.9
95	Aritzia	72.5
110	Joe Fresh	71.0
129	Amnesia	69.4
190	Moores	63.2
236	Frank And Oak	57.3



LINGERIE		
10	Aerie	87.8
25	Knix	84.0
27	Blush	83.3
54	La Vie en Rose	77.7
68	La Senza	76.4
74	Victoria's Secret	75.8
140	Change Lingerie	68.0

WEBSITES		
54	Amazon Canada	77.7
100	eBay	71.9
213	Wayfair	60.5

REAL ESTATE

86	Groupe Sutton	73.7
87	Centris	73.6
121	Via Capitale	69.9
127	DuProprio	69.5
227	RE/MAX	58.5
236	Proprio Direct	57.3
254	Royal LePage	53.6
257	Century 21	52.9

FINANCES

23	Tangerine	84.1
109	Banque Canadienne Impériale de Commerce (CIBC)	71.1
120	Desjardins	70.0
121	ATB Financial	69.9
142	Banque Toronto-Dominion (TD)	67.9
182	Servus Credit Union	63.9
193	Banque de Montréal (BMO)	63.0
195	Banque Nationale du Canada (BNC)	62.7
199	Banque Royale du Canada (RBC)	62.1
199	Banque Scotia (Scotiabank)	62.1
272	Banque Laurentienne du Canada (BLC)	39.7

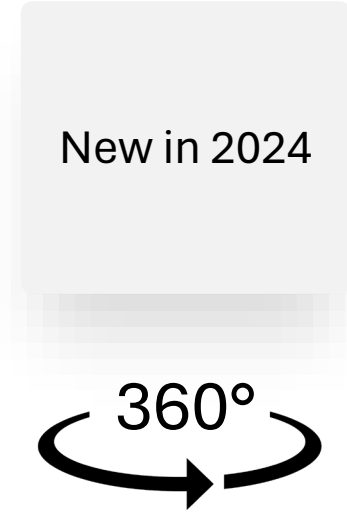
INSURANCE

99	Beneva	72.1
101	RBC Assurance	71.8
117	CAA Assurance	70.1
130	Desjardins Assurances	69.2
145	Belair Direct	67.7
149	Promutuel Assurance	66.9
151	La Personnelle	66.8
161	Intact Assurances	66.2
186	Allstate Assurance	63.6
218	Croix Bleue du Québec	60.1
220	Co-operators	59.8
231	iA Groupe financier	58.2
233	Economical	57.8
235	Sonnet Assurance	57.4
241	Financière Sun Life	56.1
245	Manuvie	55.5
254	Aviva	53.6
260	TD Assurances / Meloche Monnex	52.4
265	Ontario Blue Cross	50.1
269	Canada Vie	46.1
270	Wawanesa	40.5

TOP 50 Best Experiences of the WOW Digital 360 (Includes Non-transactional & Transactional Dimensions)* in Canada 2024

# Canada	Websites / Apps 2024	WOW Digital 360 Index
1	Lego	93.4
2	Apple Store	91.6
3	Shop Santé	91.5
4	Simons	91.1
5	Penningtons / PENN.	89.0
6	Nespresso	87.8
7	Aerie	87.7
8	SAQ	87.5
9	Reitmans	87.3
10	Décathlon	87.1
11	Saje Natural Wellness	87.0
12	Lululemon	86.9
13	Altitude sports	86.3
14	Knix	86.2
15	Lee Valley Tools	85.9
16	L'équipeur / Mark's	85.8
17	Puma	85.4
18	Mondou	85.0
19	Banana Republic	84.2
19	Les Thés DavidsTea / DAVIDsTEA	84.2
21	KITS	84.1
22	Uniqlo	84.0
23	Mac Cosmetics	83.7
23	RW & Co	83.2
25	Amazon Canada	82.8

# Canada	Websites / Apps 2024	WOW Digital 360 Index
26	NIKE	82.6
26	Imaginaire	82.6
28	Sephora	82.5
29	La dernière chasse / The Last Hunt	82.4
30	Yves Rocher	82.3
31	Zara	82.1
32	Popeye's Suppléments	81.8
33	Lush	81.4
34	Ameublements Tanguay	81.3
34	Under Armour	81.3
36	La Vie en Rose	81.0
37	Sports Experts / Atmosphere	80.5
38	Clearly	80.4
38	Purdys Chocolatier	80.4
40	Joe Fresh	80.0
41	Keurig	79.9
41	Dynamite	79.9
43	MEC	79.5
44	Roots	79.4
45	H&M	79.3
45	Les Fermes Lufa / Lufa Farms	79.3
47	Fizz	78.9
48	Shoe Company	78.8
49	La Senza	78.5
50	Latulippe	78.4



*For Web sites/apps with a sample size of 100 respondents or more for the transactional experience, an index was calculated that included the eight transactional dimensions (excluding returns due to sample size). An overall analysis of the online experience levers was performed to weight the transactional index according to their importance in recommending the Web site/app. The WOW Digital 360 Index gives equal weight to the non-transactional (the same as last year) and transactional (new) dimensions of the WOW Digital Index.

WOW x Leger^{CX} – 360° Analysis and Guidance

Do you want to improve your WOW Index? Our **Leger CX team** can help!



Survey of +/- 300 recent visitors to one of the stores of the 300 companies included in the study.

Provides the WOW Index and the ranking of the companies that offer the best in-store customer experiences, as well as a complete analysis for each company by request.



Survey of +/- 300 recent visitors to the site or mobile application of the 272 companies included in the study.

Provides the WOW Digital Index and the ranking of the companies that offer the best online customer experiences, as well as a complete analysis for each company by request.



Deliver on your brand promise and make better decisions with robust, insightful, and actionable CX solutions.

Our CX team can help you improve your WOW indices and visitor feedback on your customer experience.

Leger^{CX} – Our 5-point approach

We are experts in market research, customer experience (CX), and operations that can **help you assess, measure, and implement programs from simple to complex.**

1

Assess and **analyze** your current journey maps, CX maturity, and program goals

2

Design and **recommend** a program implementation plan

3

Collect and **measure** the research

4

Manage priorities, data governance, and feedback

5

Improve your strategic and communication plans

Our team is fully trained in all aspects of **Voice of the Customer (VoC)** platforms and includes certified **Qualtrics** and **Medallia** VoC specialists. We can work with you to provide **technical guidance**, **overflow services**, or a **full implementation**.

Medallia qualtrics^{XM}

[Contact Us](#)

WOW 2024 RESULTS

Quebec, Ontario, West and Canada

If you have any questions,
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