

WOW

WOW
D I G I T A L



Introduction

More than 25 sectors evaluated in Canada



This comprehensive 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.



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



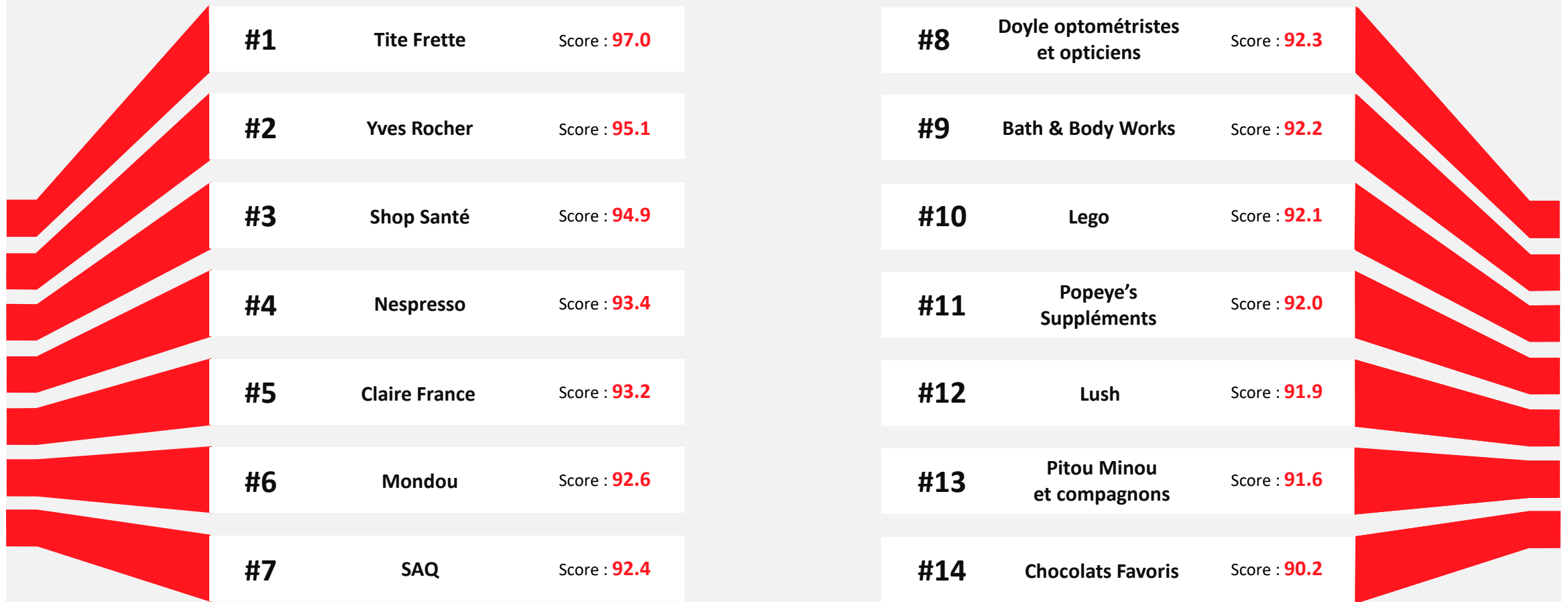
2022 Ranking

Best In-Store Experiences in Quebec





The Best In-Store Experiences in Quebec in 2022



*WOW Index of 90 and over.



Best In-Store Experiences

in Quebec by Sector



In-Store Experience: Ranking by Sector

FOOD

# Quebec Ranking	Company
26	Avril
92	Costco
100	Metro / Metro Plus
102	Rachelle-Béry
107	IGA / IGA Extra
143	Adonis
147	Supermarché PA
154	Marché Ami
156	Marché Richelieu
158	Maxi / Maxi & cie
164	Super C
172	Provigo / Provigo Le marché
182	Marché Bonichoix
184	Les Marchés Tradition
184	Bonanza

186	Fruiterie Sami Fruits
193	Euromarché
194	Intermarché
200	Le Marché Esposito
202	Mourelatos

PHARMACY

# Ranking Quebec	Company
22	Familiprix
23	Proxim
26	Brunet
41	Uniprix
45	Jean Coutu
65	Accès pharma
124	Pharmaprix

HARDWARE

# Quebec Ranking	Company
45	Canac
75	Patrick Morin
136	Home Depot
142	BMR
146	Home Hardware
152	RONA
197	Réno-Dépôt



In-Store Experience: Ranking by Sector

EYEWEAR



# Quebec Ranking	Company
8	Doyle optométristes et opticiens
26	Iris
47	Opto-Réseau
52	New Look
55	BonLook
59	Visique
63	Greiche & Scaff
71	Lunetterie de Costco
73	LensCrafters
82	Lunetterie F. Farhat
86	Grimard Optique

CULTURE, ART, LEISURE

# Quebec Ranking	Company
25	DeSerres
31	Lee Valley Tools
31	Hachem
66	Chapters Indigo
72	Renaud-Bray
111	Michael's
113	Archambault

ALCOHOL AND CANNABIS



# Quebec Ranking	Company
1	Tite Frette
7	SAQ
39	Le monde des bières
87	Société québécoise du cannabis (SQDC)



In-Store Experience: Ranking by Sector

DEPARTMENT STORE

# Quebec Ranking	Company
44	La Maison Simons/ Simons
57	Mode Choc
119	L'Aubainerie
136	Marshalls
149	Tigre géant
167	Canadian Tire
175	Winners
178	La Baie d'Hudson
191	Walmart
192	Rossy
195	Dollarama

SPECIALTY BOUTIQUE

# Quebec Ranking	Company
15	Cool&Simple
21	Les aliments M&M
41	Vrac et bocaux
60	Mega Vrac
87	Épicerie LOCO
95	Marché Branche d'Olivier
101	Bulk Barn
110	Les marchés Tau

ELECTRONICS

# Quebec Ranking	Company
19	Apple Store
108	Hamster
129	Best Buy
159	La Source
173	Bureau en gros

PETS

# Quebec Ranking	Company
6	Mondou
13	Pitou Minou et compagnons
30	Chico
43	Animo etc
60	Pattes & Griffes
96	Létourno



NATURAL PRODUCTS, SUPPLEMENTS

# Quebec Ranking	Company
3	Shop Santé
11	Popeye's Suppléments
50	Naturiste





In-Store Experience: Ranking by Sector

FURNITURE, HOME DECOR

# Quebec Ranking	Company
24	Ameublements Tanguay
64	MUST / MUST Société
74	JC Perreault
80	Centre du rasoir
81	Brault & Martineau
87	Le Marché du Store
91	Germain Larivière
93	Dormez-vous
98	Maison Corbeil
102	Meubles Léon
114	Linen Chest
116	Corbeil Électroménagers
120	Stokes
135	Matelas bonheur
141	HomeSense
151	Bouclair

164	IKEA
169	Brick
174	Structube
180	Meubles RD
195	Economax

TELECOMMUNICATIONS

# Quebec Ranking	Company
70	Koodo
90	TELUS
120	Vidéotron
124	Rogers
128	Bell
133	Virgin Plus
144	Best Buy Mobile
157	Fido

CONVENIENCE STORES

# Quebec Ranking	Company
155	Dépanneur Voisin
159	IGA Express / Mini
161	Sprint
188	Couche-Tard
189	Boni-Soir
198	Dépanneur du Coin
199	Marché Express
203	Dépanneur 7 jours

CHOCOLATE AND COFFEE



# Quebec Ranking	Company
4	Nespresso
14	Chocolats Favoris
34	Laura Secord
122	La diperie

In-Store Experience: Ranking by Sector

SPORTS AND OUTDOORS

# Quebec Ranking	Company
33	MEC
54	Déathlon
78	Arc'teryx
85	Atmosphere
93	La Cordée
98	Sail
105	Lululemon
129	NIKE
131	Under Armour
132	Sports Experts
140	Foot Locker
171	Adidas

BAKERY

# Quebec Ranking	Company
35	Le Pain dans les voiles
38	Les Moulins La Fayette
51	Première Moisson
53	Boulangerie Ange
79	Les Co'pains d'abord
106	Mamie Clafoutis
108	Au Pain Doré

BEAUTY



# Quebec Ranking	Company
2	Yves Rocher
9	Bath & Body Works
12	Lush
26	Dans un Jardin
37	Sephora
39	Fruits & Passion
57	L'Occitane

TOYS AND GAMES



# Quebec Ranking	Company
10	Lego
68	Disquaires Sunrise
111	Griffon
163	Toys "R" Us

JEWELLERY

# Quebec Ranking	Company
35	Swarovski
68	Birks
96	Bizou
118	Pandora



In-Store Experience: Ranking by Sector

WOMEN'S APPAREL



# Quebec Ranking	Company
5	Claire France
16	Marie Claire
17	Le Grenier
18	Reitmans
20	Penningtons
49	Laura
149	Dynamite
176	Garage
177	Ardène

LINGERIE

# Quebec Ranking	Company
77	Aerie (par American Eagle)
84	La Vie en Rose
102	Victoria's Secret
127	La Senza

SHOES

# Quebec Ranking	Company
67	Naturalizer Shoes
114	Little Burgundy
123	Yellow
145	Browns
153	Aldo
168	Globo
169	Spring / Call It Spring

MEN'S APPAREL

# Quebec Ranking	Company
55	Ernest
62	Moores
75	Jonathan
82	Vincent d'Amérique
116	Jack & Jones

UNISEX APPAREL

# Quebec Ranking	Company
47	Tristan
126	Frank And Oak
134	L'équipeur
138	RW & Co
139	Pentagone
147	American Eagle Outfitters
161	Lacoste
164	GAP
178	Old Navy
181	Joe Fresh
183	Urban Planet
186	Uniqlo
190	H&M
201	Zara



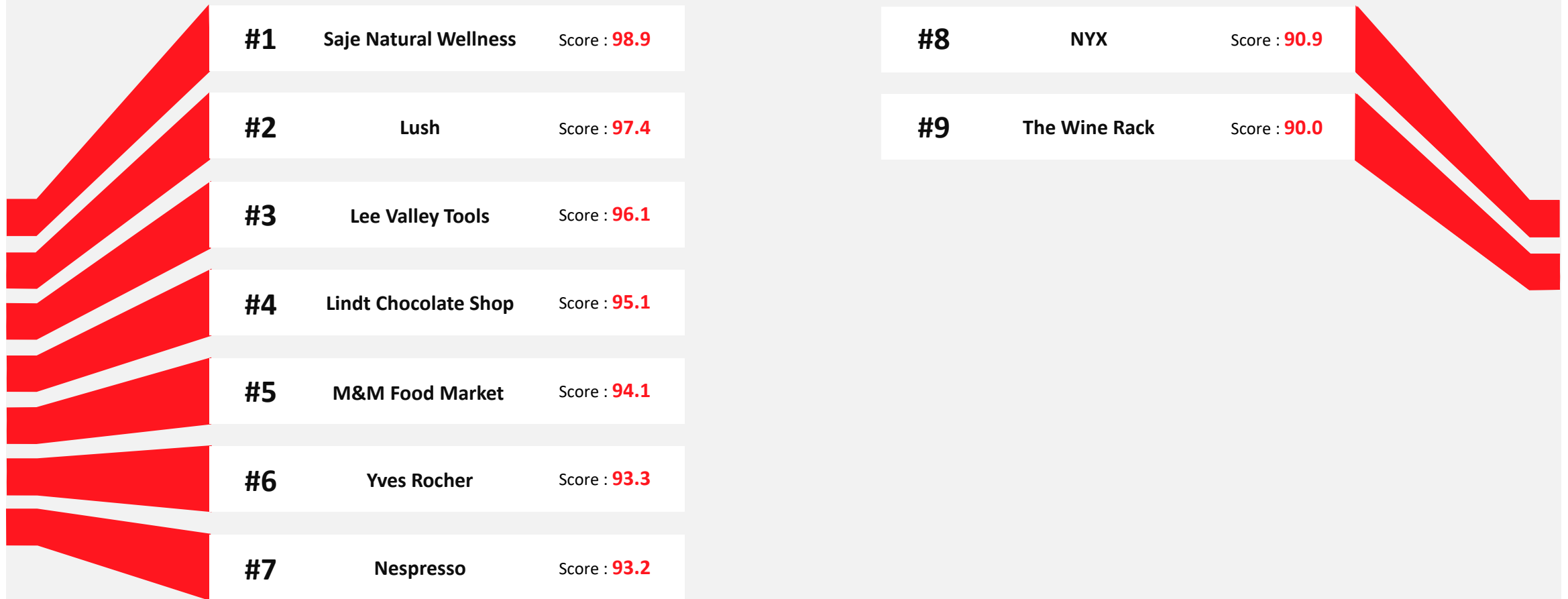
2022 Ranking

Best In-Store Experiences in Ontario





The Best In-Store Experiences in Ontario in 2022



*WOW Index of 90 and over.



Best In-Store Experiences

in Ontario by Sector



In-Store Experience: Ranking by Sector

SUPERMARKET

# Ontario Ranking	Company
24	Fortinos
29	Longo's
62	Farm Boy
69	Whole foods
72	Adonis Market
74	No Frills
80	Zehrs
89	Real Canadian Superstore (RCSS)
91	Your Independent Grocer
93	Metro
96	Independent City Market
108	Costco
115	Valu-Mart
123	Foodland
128	Nations

129	Food Basics
132	Sobeys
136	FreshCo
138	Loblaws
141	T&T Supermarket
143	Rabba Fine Foods

HARDWARE

# Ontario Ranking	Company
53	BMR
67	Home Hardware
84	Home Depot
94	Lowe's
137	RONA

PHARMACY

# Ontario Ranking	Company
24	Pharmasave
27	The Medicine Shoppe Pharmacy
33	Guardian
38	Remedy'sRx
46	PharmaChoice
54	I.D.A.
64	Jean Coutu
82	Rexall
107	Shoppers Drug Mart

ALCOHOL



# Ontario Ranking	Company
9	The Wine Rack
38	LCBO
51	The Wine Shop



In-Store Experience: Ranking by Sector

DEPARTMENT STORE

# Ontario Ranking	Company
37	Simons
61	Holt Renfrew
98	Winners
102	Giant Tiger
105	Marshalls
114	Hudson's Bay / HBC
134	Canadian Tire
145	Walmart
146	Dollarama

ELECTRONICS

# Ontario Ranking	Company
31	Apple Store
40	Samsung
99	The Source
126	Best Buy
135	Staples

SPECIALTY BOUTIQUE



# Ontario Ranking	Company
1	Saje Natural Wellness
4	Lindt Chocolate Shop
5	M&M Food Market
7	Nespresso
13	Purdys Chocolatier
13	Chocolats Favoris
66	Noah's Natural Foods
78	Bulk Barn

CONVENIENCE STORE

# Ontario Ranking	Company
140	7-Eleven
147	Circle K
148	Hasty Market

PETS & PET FOOD

# Ontario Ranking	Company
16	Ren's Pets
18	Pet Valu
30	PetSmart

TELECOMMUNICATIONS

# Ontario Ranking	Company
35	Koodo
43	Freedom Mobile
52	Best Buy Mobile
57	Virgin Plus
70	Fido
72	TELUS
97	Rogers
104	Bell
111	Chatr Mobile



In-Store Experience: Ranking by Sector

FURNITURE, KITCHEN & DECO

# Ontario Ranking	Company
41	Sleep Country Canada
42	Stokes
49	Leon's Furniture
77	Kitchen Stuff Plus
86	Linen Chest
91	IKEA
109	HomeSense
111	Bed Bath & Beyond
116	Structube
117	The Brick

BEAUTY



# Ontario Ranking	Company
2	Lush
6	Yves Rocher
8	NYX
11	L'Occitane
12	Bath & Body Works
13	The Body Shop
19	MAC Cosmetics
67	Sephora

GAMES & TOYS

# Ontario Ranking	Company
20	Lego
23	Mastermind Toys
50	Sunrise Records
121	Toys "R" Us

CULTURE, ART & CREATIVE HOBBIES



# Ontario Ranking	Company
3	Lee Valley Tools
55	Michaels
58	Chapters Indigo

SHOES

# Ontario Ranking	Company
46	Naturalizer Shoes
78	Walking on a Cloud
83	Spring / Call It Spring
90	Aldo
99	Shoe Company
117	SoftMoc
127	Browns
142	Globo



In-Store Experience: Ranking by Sector

WOMEN'S APPAREL

# Ontario Ranking	Company
10	Penningtons
16	Reitmans
27	Laura
125	Ardène
131	Garage
139	Dynamite

MEN'S APPAREL

# Ontario Ranking	Company
20	Jack & Jones
46	Tip Top Tailors
55	Harry Rosen
60	Indochino
70	Moore's

UNISEX APPAREL

# Ontario Ranking	Company
22	Lacoste
44	Roots
84	Urban Planet
87	Old Navy
94	Frank And Oak
101	Uniqlo
105	Banana Republic
110	RW & Co
111	Mark's Work Wearhouse
117	American Eagle Outfitters
117	Zara
121	Gap
123	Joe Fresh
132	Urban Outfitters
143	H&M

SPORTS & OUTDOOR

# Ontario Ranking	Company
26	Decathlon
32	The Running Room
34	Atmosphere
36	MEC
44	Arc'teryx
58	National Sports
63	Adidas
64	Sail
75	Sporting Life
76	Lululemon
81	Under Armour
88	NIKE
102	Foot Locker
130	Sport Chek

The WOW Model

The **WOW Index** is based on a store's performance on the **16 dimensions related to the in-store experience** and takes 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



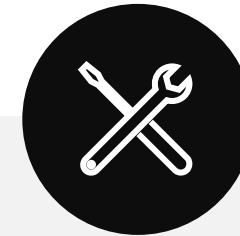
Service

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



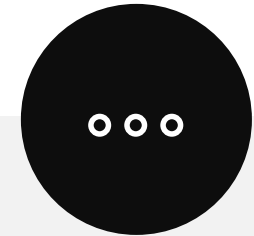
Store

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



Customization

- ✓ Sense of Belonging
- ✓ Loyalty Measures



Other Dimensions*

- ✓ Proximity of the Store
- ✓ Customer Recognition
- ✓ The Store's Curb Appeal
- ✓ Integrations of Contact Points
- ✓ Solutions in Terms of Stock Shortage**
- ✓ Payment Options**
- ✓ Diversity and Inclusion**

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

**New dimensions in 2022



Methodology **In-Store Experience (Quebec and Ontario)**

Study Population

French- or English-speaking Quebecers (WOW Quebec) and Ontarians (WOW Ontario), **aged 15 or older**.

Questionnaire

A total of **203 retailers** in Quebec and **148** in Ontario across **20 different business sectors** were evaluated in order to adequately represent the players in each sector surveyed.

Sample

In all, Leger conducted more than **12,000 interviews per province** within the scope of this study.

Data Collection

This study was carried out online. Respondents were randomly selected from the LEO online panel, which is representative of the population of the study's provinces. An e-mail was sent to targeted study panelists with a hyperlink and a unique access code to access the survey.

Data Collection Period

Data collection took place from **September 20 to November 10, 2022**.

Weighting and Representativeness

Each retailer was rated by +/- 400 respondents in Quebec and +/- 300 respondents in Ontario who had recently visited the retailer's store. Weighting was performed per retailer to obtain a representative sample.



2022 Ranking

Best Online Experiences in Canada





Best Online Experiences in Canada in 2022

#1	Shop Santé	Score : 97.6	#8	NIKE	Score : 88.5
#2	SAQ	Score : 97.2	#9	Lush	Score : 88.4
#3	La Maisons Simons/ Simons	Score : 94.1	#10	Les Fermes Lufa/ Lufa Farms	Score : 88.3
#4	Nespresso	Score : 93.7	#10	Penningtons	Score : 88.3
#5	Lego	Score : 91.7			
#6	DAVIDsTEA	Score : 90.6			
#7	Popeye's Supplements	Score : 89.9			



Best Online Experiences

in Canada by Sector



Online Experience: Ranking by Sector

FOOD

# Digital Ranking	Company
 10	Les Fermes Lufa / Lufa Farms
45	My Online Groceries by Metro
45	Amazon - Grocery and Whole Foods Market
69	Costco
92	Instacart
99	Longo's
106	PC Express by Provigo Loblaws
117	Voilà par IGA / by Sobeys
138	Cornershop by Uber
144	Rachelle-Béry
149	Avril
168	Metro (corpo)
189	Maxi (corpo)
201	Loblaws (corpo)
202	Super C

214	Real Canadian Superstore (RCSS) (corpo)
218	No Frills (corpo)
219	Provigo / Provigo Le marché (corpo)
220	T&T Supermarket
226	IGA / Sobeys (corpo)

JEWELLERY AND ACCESSORIES

# Digital Ranking	Company
23	Bizou
27	Birks
33	Swarovski
49	Pandora

SPECIALTY STORES

# Digital Ranking	Company
 4	Nespresso
6	DAVIDsTEA
22	Godiva
29	Purdys Chocolatier / Chocolate
35	Keurig
37	Breville
54	Chocolats Favoris
67	De'Longhi
74	Laura Secord



Online Experience: Ranking by Sector

HOME FURNISHINGS, ELECTRONICS

# Digital Ranking	Company
26	Apple Store
43	Kitchen Stuff Plus
57	Bouclair
71	Ameublements Tanguay
85	IKEA
96	Microsoft Store
110	Structube
128	Germain Larivière
131	Samsung
132	Linen Chest
150	MUST
155	Brault & Martineau
173	Corbeil Électroménagers / Corbeil Appliances

180	Best Buy
182	Bed Bath & Beyond
189	Meubles RD
192	Meubles Léon / Leon's Furniture
202	Centre Canadien d'Électroménagers / Canadian appliance source (CAS)
206	Bureau en gros / Staples
209	Economax
211	Brick / The Brick
217	La Source / The Source
221	JC Perreault

PETS

# Digital Ranking	Company
60	Mondou
84	Ren's Pets
105	Pattes et Griffes
114	Pet Valu
121	PetSmart
158	Chico

ALCOHOL AND CANNABIS



# Digital Ranking	Company
2	SAQ
34	Tite Frette
95	Société québécoise du cannabis (SQDC)
141	LCBO



Online Experience: Ranking by Sector

INSURANCE

# Digital Ranking	Company
74	SSQ Insurance
89	Beneva
109	TD Insurance
118	Aviva
130	Promutuel Insurance
133	Croix Bleue du Québec/ Ontario Blue Cross
141	Sonnet Insurance
147	Financière Sun Life/ Sun Life
150	Belair Direct
155	Canada vie/ Canada Life
164	Desjardins Assurances
169	Intact Assurances
170	Croix Bleue Medavie/ Medavie Blue Cross (Québec & Ontario)

175	Allstate Insurance
202	Manuvie / Manulife
202	Wawanesa
207	iA Financial Group (Industrial Alliance)

BEAUTY



# Digital Ranking	Company
9	Lush
14	Sephora
17	Yves Rocher
49	Bath & Body Works
67	L'Occitane
71	Mac Cosmetics
79	Dans un Jardin
82	Fruits & Passion

EYEWEAR

# Digital Ranking	Company
12	Clearly
16	BonLook
32	Warby Parker
53	KITS
138	Greiche & Scaff
144	Opto-Réseau
164	Iris
167	New Look / New Look Eyewear
212	FYIDoctors / Visique

CONVENIENCE STORES

# Digital Ranking	Company
193	Couche-Tard
195	7-Eleven
216	Circle K



Online Experience: Ranking by Sector

DEPARTMENT STORE



# Digital Ranking	Company
3	La Maison Simons / Simons
58	Mode Choc
103	L'Aubainerie
135	Canadian Tire
171	La Baie d'Hudson / Hudson's Bay / HBC
186	Walmart
199	Tigre géant / Giant Tiger

NATURAL PRODUCTS, SUPPLEMENTS



# Digital Ranking	Company
1	Shop Santé
7	Popeye's Supplements
114	Naturiste

E-COMMERCE

# Digital Ranking	Company
76	Amazon Canada
96	eBay
136	Wayfair

CULTURE, ART, RECREATION

# Digital Ranking	Company
21	Chapters Indigo
31	Lee Valley Tools
60	DeSerres
64	Renaud-Bray
82	Archambault
185	Michael's

SHOES

# Digital Ranking	Company
64	Spring / Call it Spring
71	Steve Madden
81	Shoe Company
89	Globo
107	Browns
127	Aldo

TOYS AND GAMES



# Digital Ranking	Company
5	Lego
78	Mastermind Toys
152	Toys "R" Us
223	Disquaires Sunrise / Sunrise Records



Online Experience: Ranking by Sector

APPAREL

# Digital Ranking	Company
10	Penningtons
13	Lacoste
14	Jack & Jones
29	Reitmans
45	Garage
48	Roots
52	Shein
55	Dynamite
60	Frank And Oak
60	Harry Rosen
85	RW & Co
91	H&M
101	Moore's
104	L'équipeur / Mark's Work Wearhouse
110	Banana Republic

113	Uniqlo
124	Zara
152	Joe Fresh

REAL ESTATE

# Digital Ranking	Company
36	Centris
42	DuProprio
133	Royal LePage
136	Proprio Direct
159	RE/MAX
178	Groupe Sutton / Sutton Group
222	Century 21

FINANCIAL INSTITUTION

# Digital Ranking	Company
56	Royal Bank of Canada (RBC)
59	Desjardins
80	Tangerine
126	Canadian Imperial Bank of Commerce (CIBC)
144	National Bank of Canada (NBC)
171	Scotiabank
174	Bank of Montreal (BMO)
181	Toronto-Dominion Bank (TD)
224	Laurentian Bank of Canada (LBC)



Online Experience: Ranking by Sector

PHARMACY

# Digital Ranking	Company
49	Well.ca
98	Jean Coutu
108	PharmaChoice
122	Familiprix
122	Remedy'sRx
128	Guardian
140	Brunet
143	London Drugs
163	Uniprix
164	I.D.A.
175	Rexall
186	Pharmasave
191	Pharmaprix / Shoppers Drug Mart
193	Proxim

LOTTERIES

# Digital Ranking	Company
116	Loto-Québec
162	Bet99
179	Pokerstars
198	Ontario Lottery and Gaming Corporation (OLG)
210	JackpotCity

LINGERIE, SLEEPWEAR

# Digital Ranking	Company
27	Aerie (by American Eagle)
38	La Vie en Rose
87	La Senza
118	Victoria's Secret

MEAL DELIVERY

# Digital Ranking	Company
64	Cook it
110	Goodfood



Online Experience: Ranking by Sector

HARDWARE STORE

# Digital Ranking	Company
39	Canac
118	Patrick Morin
155	Home Depot
186	Home Hardware
196	Lowe's
199	Réno-Dépôt
213	BMR
215	RONA

SPORTS AND OUTDOOR



# Digital Ranking	Company
8	NIKE
17	Décathlon
19	Arc'teryx
20	Under Armour
23	Adidas
23	Lululemon
40	MEC
43	La Cordée
69	La dernière chasse / The Last Hunt
77	Le coin des coureurs / The Running Room
88	Sports Experts
92	Altitude sports
99	Foot Locker
160	Sport Chek

TELECOMMUNICATIONS

# Digital Ranking	Company
41	Fizz
94	Virgin Plus
101	Ebox
125	Fido
148	Koodo
154	Public Mobile
160	Vidéotron
175	Lucky Mobile
182	Chatr Mobile
184	Freedom Mobile
196	Bell
208	TELUS
224	Shaw / Shaw Direct
227	Rogers

The WOW Digital Model (1 of 2)

The WOW Digital Index is derived from the performance of a website or mobile app on **14 dimensions** of the customer's non-transactional online experience and takes into account their respective importance within the sector. The WOW Digital Index ranges from 0 to 100.



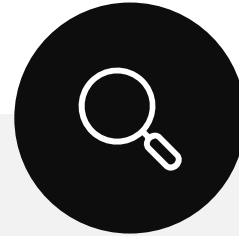
Visual

- ✓ Look & Feel
- ✓ Brand Image



Offer

- ✓ Variety of Products and Services
- ✓ New Discoveries
- ✓ Competitive Prices



Experience

- ✓ Browsing
- ✓ Information Search
- ✓ Customized Experience



Help

- ✓ Shopping Autonomy
- ✓ Inspiration and Advice
- ✓ Consumer or Expert Reviews

The WOW Digital Model (2 of 2)



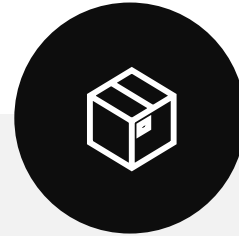
Transaction*

- ✓ Payment Process
- ✓ Payment Transparency
- ✓ Payment Options



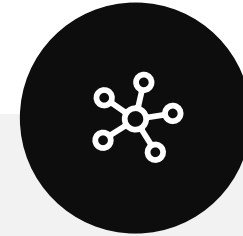
Delivery*

- ✓ Order tracking
- ✓ Delivery Period
- ✓ Delivery Options
- ✓ Shipping Fees
- ✓ Condition of the Product



After-Sale Service

- ✓ Merchandise Return*
- ✓ Loyalty



Omnichannel Experience

- ✓ Channel Uniformity, Integration and Coherence



Methodology **Online Experience in Canada**

Study Population

French- or English-speaking Canadians, aged 15 or older.

Questionnaire

WOW Digital evaluates more than 200 websites and mobile apps in Canada in more than **25 business sectors** on **23 dimensions of the customer's online experience** (including 14 non-transactional dimensions).

Sample

In all, Leger conducted **over 20,000 interviews in Canada** within the scope of this study.

Data Collection

This study was carried out online. Respondents were randomly selected from the LEO online panel, which is representative of the population of the study's provinces. An e-mail was sent to targeted study panelists with a hyperlink and a unique access code to access the survey.

Data Collection Period

Data collection took place from **October to December 2022**.

Weighting and Representativeness

Each website/mobile app was rated by +/- 300 recent online visitors. Weighting was performed per website/mobile app to obtain a representative sample.

Leger

The largest Canadian-owned market research
and analytics company.

MONTREAL • QUEBEC • TORONTO • WINNIPEG • EDMONTON • CALGARY • VANCOUVER • PHILADELPHIA



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