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AMERICAN EXPRESS CANADA



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External insights, merchant trends & spending data.

360°

view of the retail and payments landscape.



83%

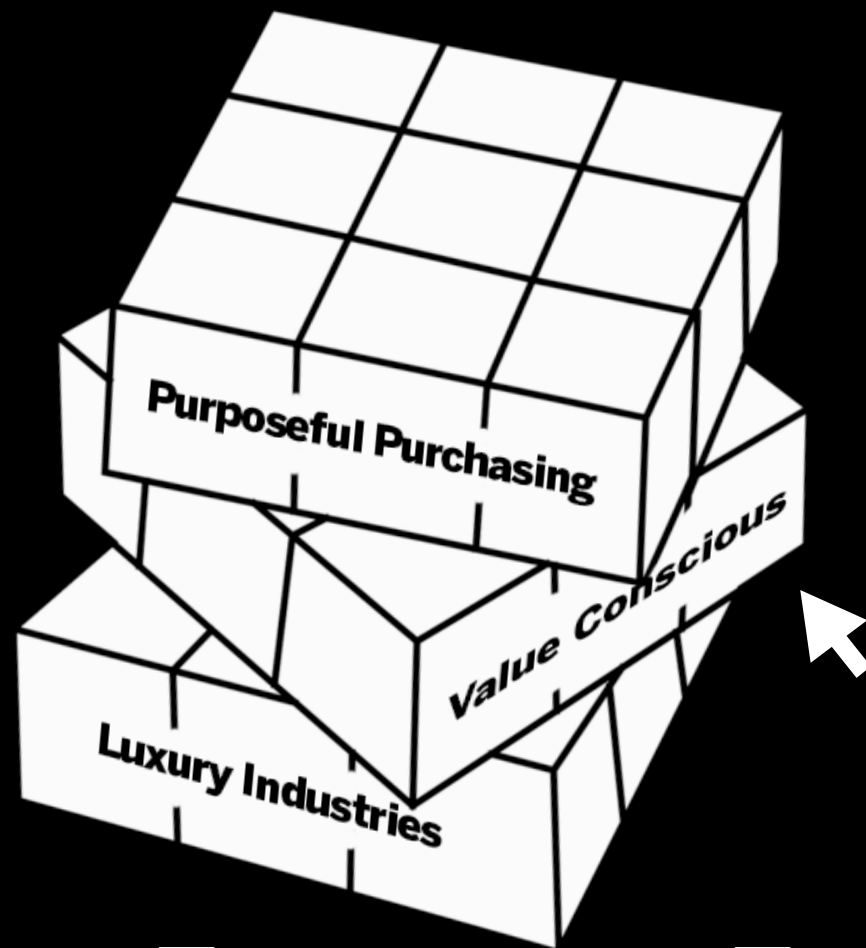
of Canadians are interested in spending money on items that will **positively impact** local businesses and communities.



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Multi- Dimensional





39%

of these new
spenders are
Millennial.

Source: American Express

of these new
spenders are
Millennial.

Source: American Express Luxury Retail Trends

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15%
of Cardmembers
started spending
by using an **offer**



No
Offer

Source: American Express Luxury Retail Trends

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Value. ✓

Luxury. ✓✓

Feel Good. ✓

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Thank You.

