

2024 Results

Ontario, Western Canada and
Quebec



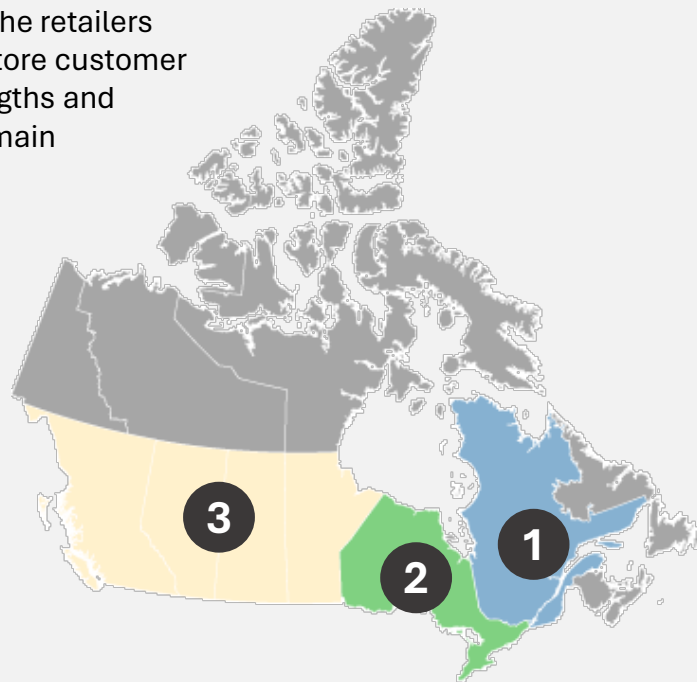
WOW

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



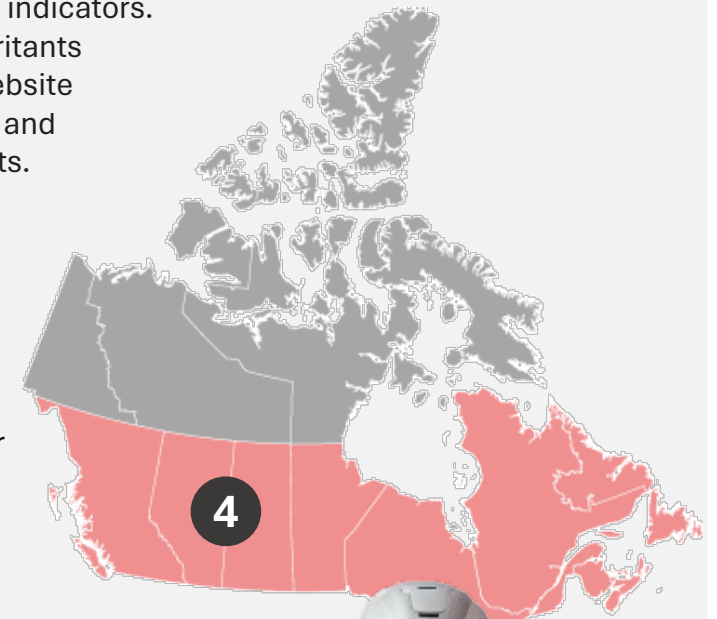
Special report on **inflation, loyalty** and **in-store appeal**



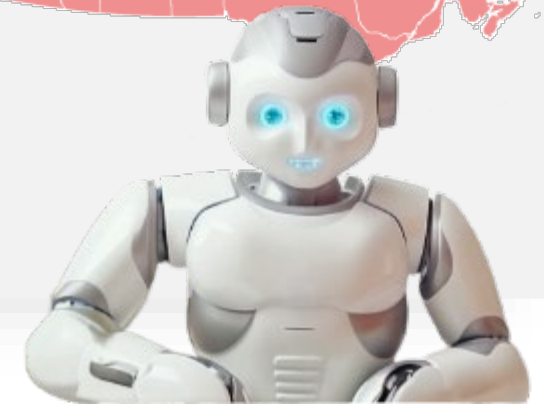
DIGITAL EXPERIENCE

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**



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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.

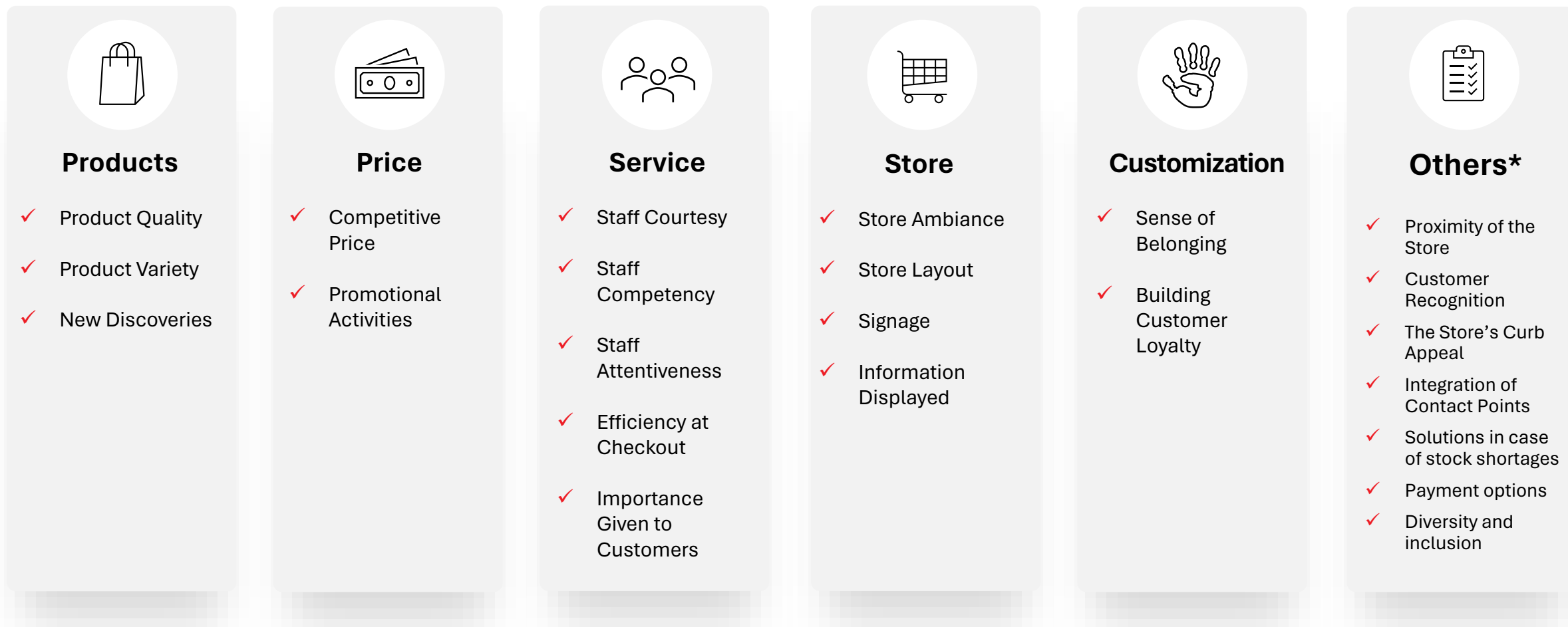
Weighting results by retailer

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.



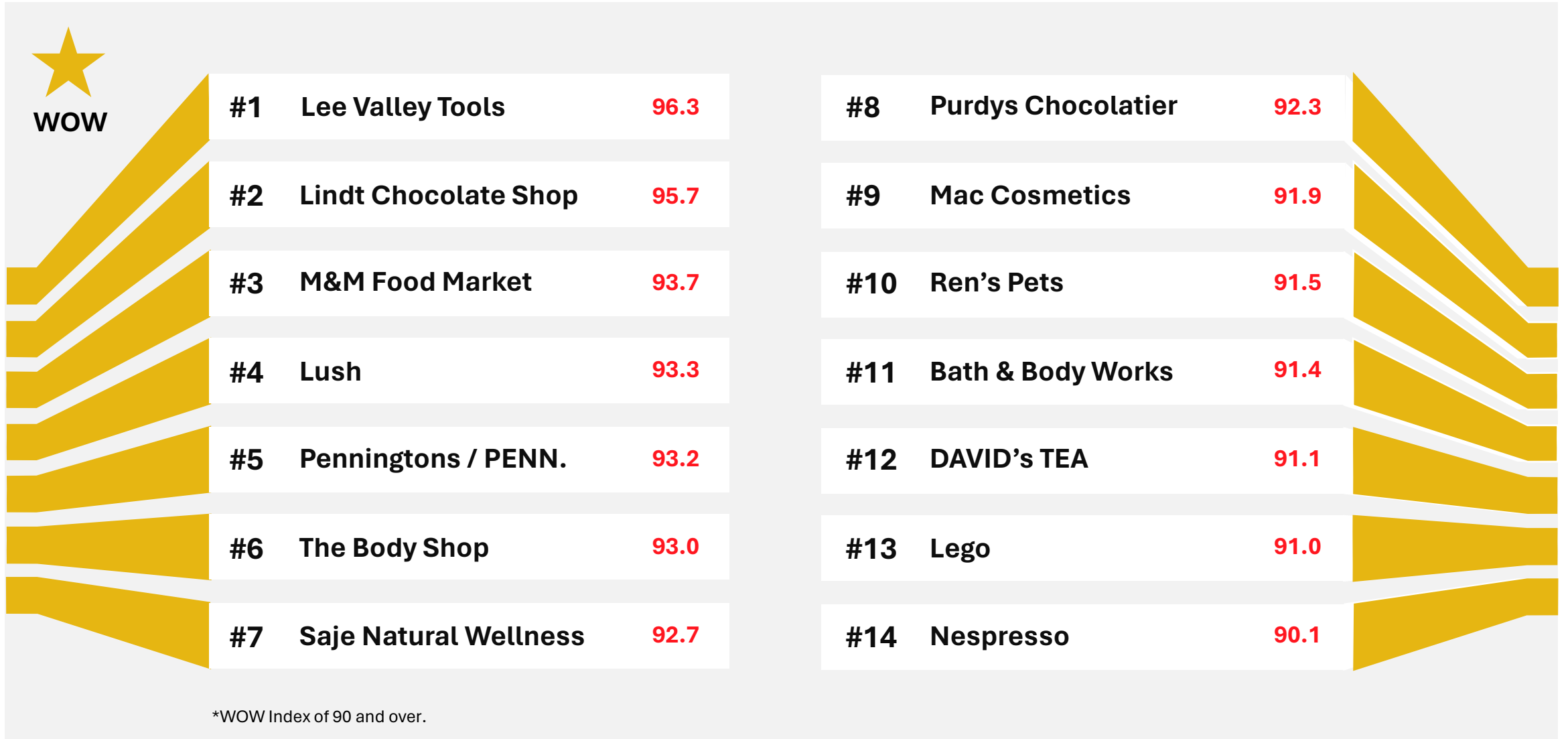
The In-Store WOW Index

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**.



* 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

1.2

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

2

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

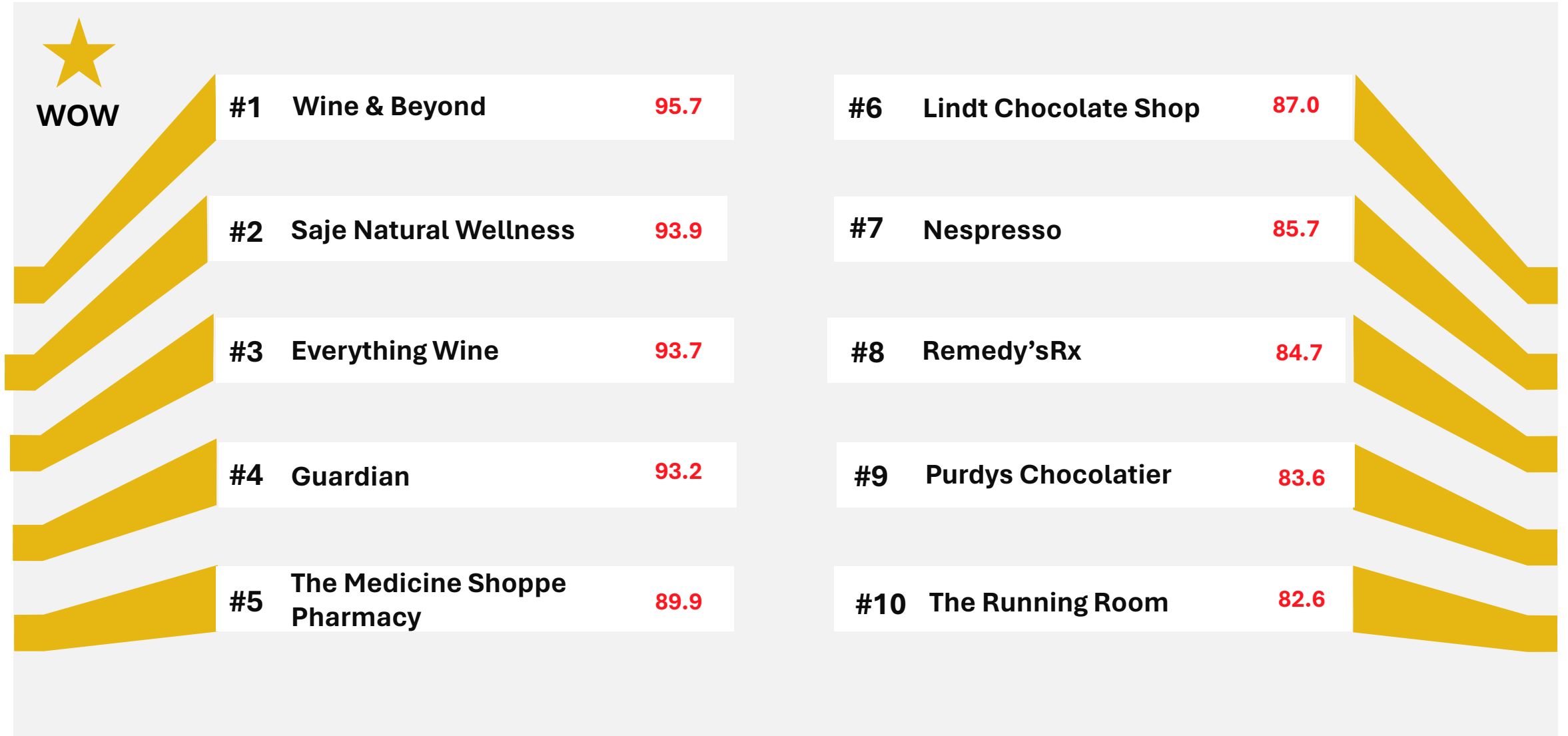
The survey was conducted online. Respondents were randomly selected from LEO's panel of Internet users, a panel representative of the population in the region studied. The survey was accessible through a hyperlink and a unique access code included in an e-mail sent to the panelists targeted for the study.

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



2.2

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

3

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.

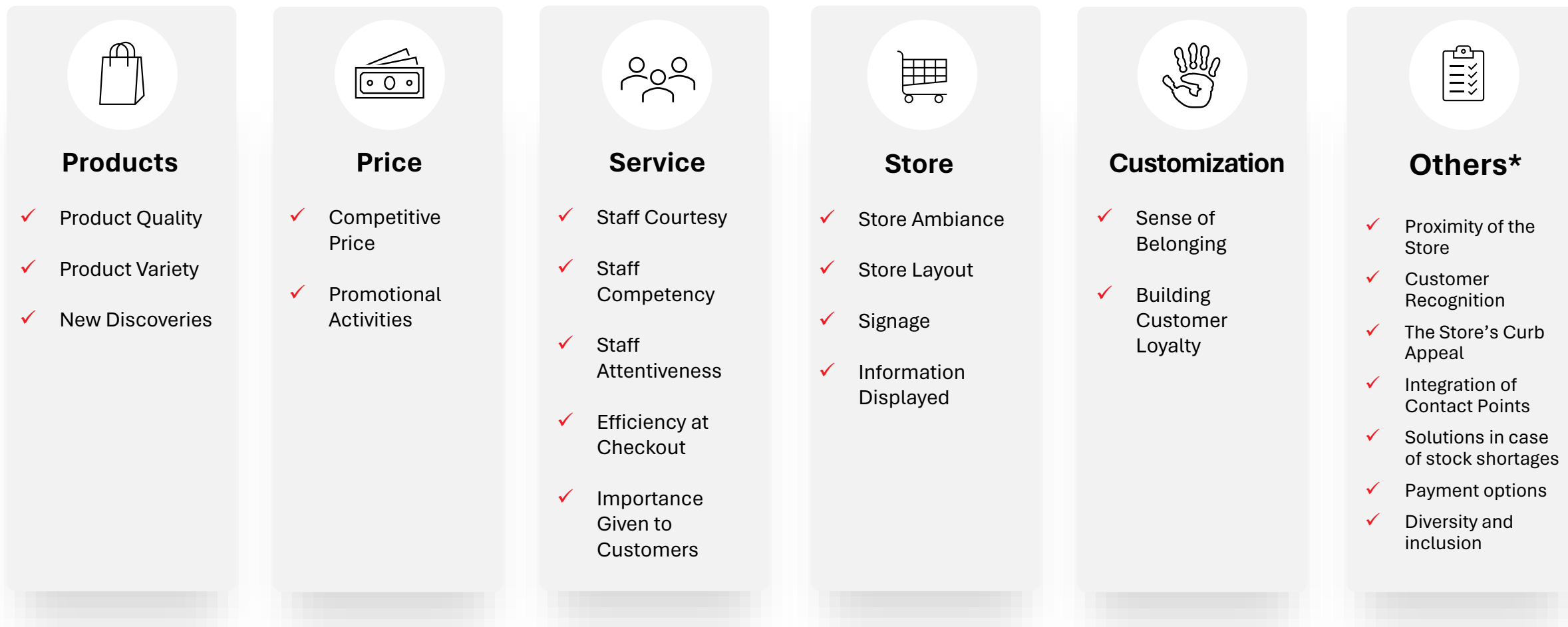
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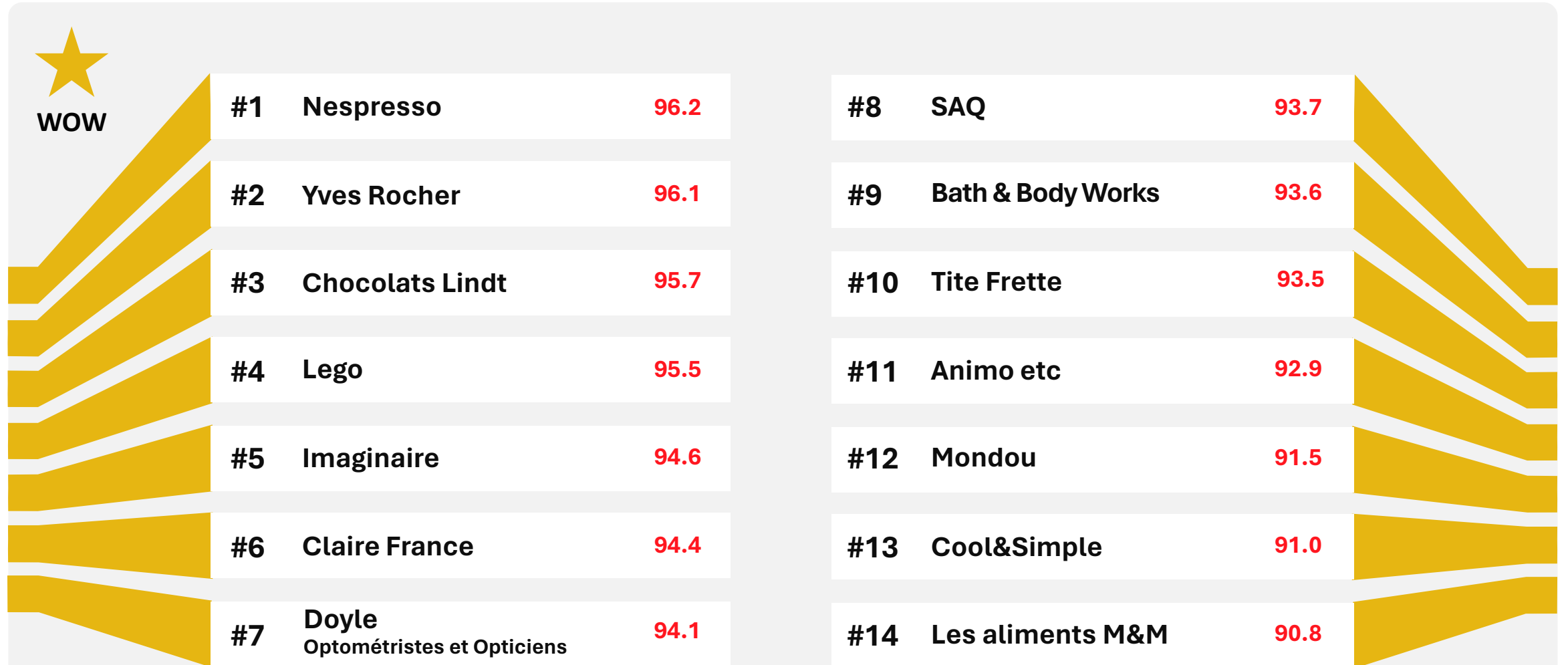
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The **WOW Index** is based on a store’s performance on the **16 customer experience dimensions** related to products, price, service, store and customization taking into account the importance of each dimension in the store’s line of business. The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

3.2

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
105	Atmosphere	72.4
109	Sports Experts	71.8
121	NIKE	70.6
125	Puma	69.8
127	Sports aux puces	69.7
133	Empire	69.0
134	JD Sports	68.8
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
187	Fido	62.7

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	Moores	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

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**.

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WOW 2024 RESULTS

Quebec, Ontario, West and Canada

If you have any questions,
don't hesitate to contact
our team.

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