

2025 Results

Ontario, Western Canada and
Quebec

Leger

WOW

WOW

DIGITAL

The WOW study at a glance

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.

- A study of the sector by market (Quebec, Ontario and Western Canada).
- Visitors to more than 350 retail locations were surveyed.
- 26 business sectors.



Special report on the **reasons and incentives for shopping in-store versus online**, and the **customer experience in shopping centres**.



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.

- A sector-based study across Canada.
- Visitors to more than 298 company websites/mobile apps were surveyed.
- 27 business sectors.



Special report on **digital engagement**, the **digital journey** and the **reasons for going online**.



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2025 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 242 Quebec retailers from 26 sectors were evaluated by their recent visitors.

Study population

More than 16,000 Quebecers **16 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.

Data Collection Period

Data collection took place from **October 3 to November 13, 2024**.

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.

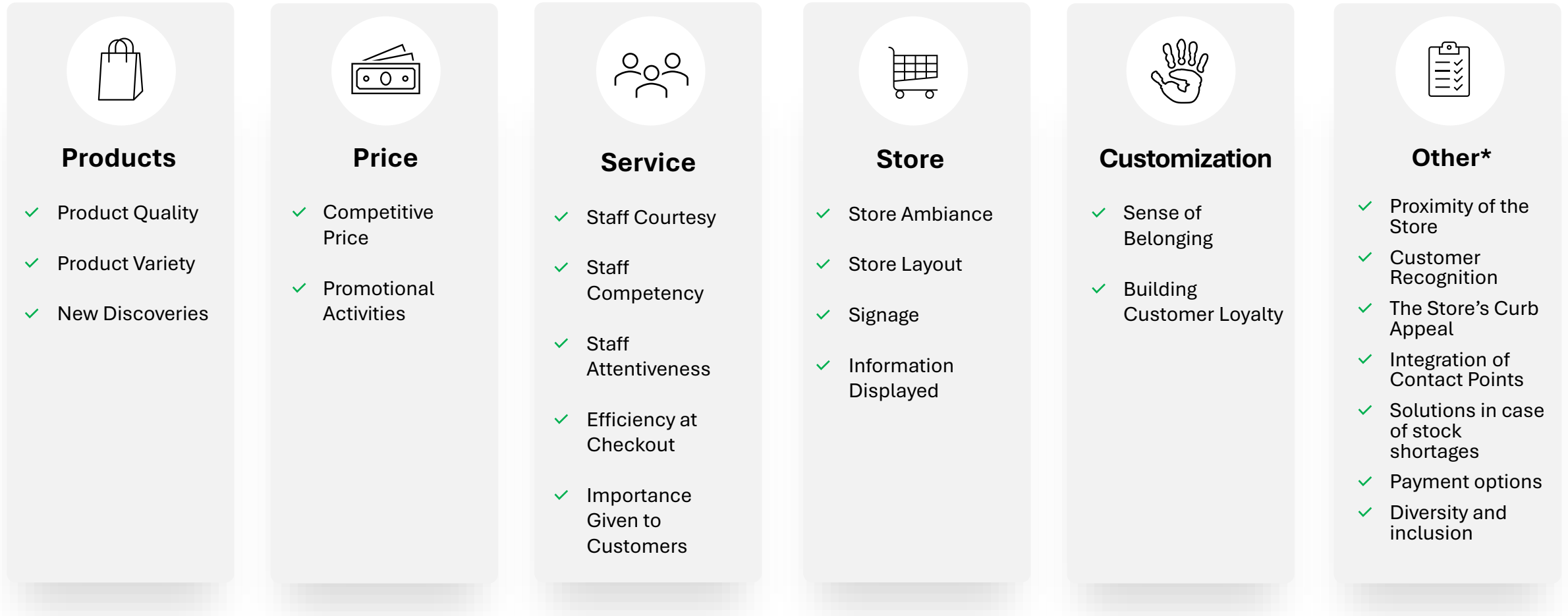
Weighting results by retailer

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 2025



#1  Long & McQuade
INSTRUMENTS DE MUSIQUE  Score: **97.5**

#2  Score: **96.7**

#3 **YVES ROCHER**
FRANCE Score: **96.1**

#4 **NESPRESSO**® Score: **95.2**

#5  CAMELLIA
SINENSIS Score: **95.0**

#6  Score: **94.7**

#7 **Claire France**
14 plus Score: **94.5**

#8 **TITE FRETTE** Score: **93.3**

#9 **IMAGINAIRE** Score: **93.2**

#10 **DAVIDsTEA** Score: **90.2**

#11  **familiprix** Score: **90.0**

*WOW Index of 90 and over.

Overall ranking of all retailers 2025 ^(1/2)

Quebec Market



# Quebec	Retailers 2025	WOW Index
★ 1	Long & McQuade	97.5
★ 2	Chocolats Lindt	96.7
★ 3	Yves Rocher	96.1
★ 4	Nespresso	95.2
★ 5	Camellia Sinensis	95.0
★ 6	MIA Bijoux	94.7
★ 7	Claire France	94.5
★ 8	Tite Frette	93.3
★ 9	Imaginaire	93.2
★ 10	Les Thés DavidsTea	90.2
★ 11	Familiprix	90.0
12	Laura	89.8
12	Le Grenier	89.8
14	Lush	89.7
15	Les aliments M&M	89.5
16	Bath & Body Works	89.3
17	Fruits & Passion	89.2
18	Lego	89.0
18	Marie Claire	89.0
20	Doyle Optométristes et Opticiens	88.3
21	Le Pain dans les voiles	88.2
22	Reitmans	88.1
23	Animo etc	87.3
24	Mondou	87.0
24	Boulangerie Ange	87.0
26	BonLook	86.9
27	Penningtons / PENN.	86.8
28	Iris	86.7
29	Chico	86.3
30	Popeye's Suppléments	85.7
30	MesBobettes	85.7

# Quebec	Retailers 2025	WOW Index
32	Shop Santé	85.4
33	L'Amour du pain	85.3
34	Brunet	85.2
35	SAQ	85.0
35	Chocolats Favoris	85.0
37	Canac	84.8
38	Chaussures Pop	84.7
39	Le monde des bières	84.4
40	L'intervalle	84.2
41	Coin des coureurs	83.8
41	Latulippe	83.8
43	Pitou Minou et compagnons	83.6
44	Opto-Réseau	83.5
45	Proxim	82.9
46	Tristan	82.8
47	Accès pharma	82.7
47	Ernest	82.7
49	MEC	82.5
50	La Vie en Rose	82.3
51	Jeff de Bruges	82.2
51	Vincent d'Amérique	82.2
53	SQDC	81.9
54	Centre Hi Fi	81.2
55	Mega Vrac	80.9
55	Dans un Jardin	80.9
57	Mode Choc	80.6
57	New Look	80.6
59	Kiehl's	80.5
60	Simons	80.4
61	MariePain	80.1
62	Kozy	79.9

# Quebec	Retailers 2025	WOW Index
63	Indigo	79.8
63	L'Occitane	79.8
65	Décathlon	79.7
65	Golf Town	79.7
67	Pilgrim	79.6
67	DeSerres	79.6
67	KaseMe	79.6
70	Avril	79.5
70	Aerie	79.5
72	Greiche & Scaff	79.3
73	Vrac et bocalux	79.0
74	Matelas Bonheur	78.9
75	Ameublements Tanguay	78.7
75	Jean Coutu	78.7
77	Costco Centre d'optique	78.6
78	Arc'teryx	78.1
78	Patrick Morin	78.1
80	Swarovski	78.0
81	Visique	77.9
81	Naturiste	77.9
81	La Senza	77.9
84	Rubino	77.8
84	Psycho Bunny	77.8
86	Les marchés Tau	77.7
86	Empire	77.7
88	Hachem	77.4
89	Victoria's Secret	77.3
90	Uniprix	77.1
91	Griffon	77.0
91	Grimard Optique	77.0
93	Renaud-Bray	76.9

# Quebec	Retailers 2025	WOW Index
94	Létourno	76.8
95	Les Moulins La Fayette	76.7
95	Première Moisson	76.7
97	WLKN	76.4
98	Moore's	76.3
99	Laura Secord	76.2
100	Aubainerie	76.1
100	Jack & Jones	76.1
100	Amnesia	76.1
103	JC Perreault	76.0
103	Pentagone	76.0
105	Café Saint-Henri Micro-Torréfacteur	75.9
106	Sail	75.8
107	Bulk Barn	75.2
108	Disquaires Sunrise	75.0
108	Vidéotron	75.0
110	Mamie Clafoutis	74.8
111	Dormez-vous	74.7
112	Pattes & Griffes	74.6
112	Lacoste	74.6
114	Apple Store	74.5
114	TELUS	74.5
116	Panda	74.1
116	IKEA	74.1
118	Sephora	73.9
119	Change Lingerie	73.7
120	Pandora	73.6
121	Jonathan	73.1
122	Yellow	73.0
123	Starbucks Café	72.4
124	Atmosphere	72.3

Overall ranking of all retailers 2025 ^(2/2)

Quebec Market

# Quebec	Retailers 2025	WOW Index
125	Lululemon	72.0
125	Michael's	72.0
127	Little Burgundy	71.9
127	Lunetterie F. Farhat	71.9
129	RW & Co	71.5
130	Meubles Léon	71.1
131	Club C / Club Chaussures	71.0
132	Épicerie LOCO	70.9
133	Puma	70.6
133	Mobilia	70.6
135	Germain Larivière	70.5
135	Pharmaprix	70.5
137	La diperie	70.4
137	Metro / Metro Plus	70.4
139	Sports Experts	70.3
139	IGA / IGA Extra	70.3
141	Costco	70.1
142	Supermarché PA	70.0
143	La Cordée	69.8
144	LensCrafters	69.6
144	L'équipeur	69.6
144	Uniqlo	69.6
147	Dynamite	69.5
148	Archambault	69.4
149	Bouclair	69.4
150	Sports aux puces	69.2
151	Browns	69.1
151	Rogers	69.1
153	Au Pain Doré	69.0
153	Best Buy Mobile	69.0
155	Stokes	68.8

# Quebec	Retailers 2025	WOW Index
156	BMR	68.4
157	Ordinateurs Canada	68.2
158	Rachelle-Béry	68.1
158	Aritzia	68.1
160	Adidas	67.8
161	Virgin Plus	67.7
162	Hamster	67.6
163	MUST / MUST Société	67.5
164	Corbeil Électroménagers	67.4
165	Urban Barn	67.0
166	Servi Express	66.8
167	RONA	66.5
168	Koodo	66.4
169	Filgo	66.3
169	Adonis	66.3
169	Tigre géant	66.3
172	Bell	66.1
173	Bureau en gros	65.9
173	Structube	65.9
175	Sporting Life	65.7
176	Home Hardware	65.6
176	Fido	65.6
178	Sprint	65.2
179	JD Sports	65.1
180	Globo	64.8
180	Marché Richelieu	64.8
180	Walmart	64.8
183	Old Navy	64.7
184	Marché Ami	64.2
185	Provigo / Provigo Le marché	64.1
185	Winners	64.1

# Quebec	Retailers 2025	WOW Index
185	Maison Corbeil	64.1
188	Meubles RD	64.0
189	HomeSense	63.7
190	Spring / Call It Spring	63.6
191	Trévi	63.5
192	Home Depot	63.4
193	Club Piscine	63.3
194	Signé local	62.8
194	Aldo	62.8
196	T&T Supermarché	62.7
197	GAP	62.6
198	Super C	62.4
198	Brick	62.4
200	Canadian Tire	62.2
201	Best Buy	62.0
201	Maxi / Maxi & cie	62.0
201	Linen Chest	62.0
204	Ardène	61.9
205	Euromarché	61.4
206	Tommy Café	61.1
207	Centre Canadien D'Électroménagers	60.8
207	Marshalls	60.8
209	Foot Locker	60.5
209	Marché Bonichoix	60.5
211	Birks	59.3
212	NIKE	59.1
212	Toys "R" Us	59.1
214	Dépanneur du Coin	58.9
215	Proxi / Proxi Extra	57.9
216	Garage	57.4
217	Dépanneur Voisin	57.3

# Quebec	Retailers 2025	WOW Index
218	Couche-Tard	57.0
219	L.L. Bean	56.4
219	La Baie d'Hudson	56.4
219	Urban Planet	56.4
222	Réno-Dépôt / RONA+	56.3
223	H&M	56.1
224	JYSK	55.6
225	Magi-Prix	55.5
226	Bonanza	55.1
227	Dollarama	54.7
228	Intermarché	54.5
229	Boni-Soir	54.3
229	Les Marchés Tradition	54.3
231	Dépanneur 7 jours	54.2
232	La Source	53.9
233	Zara	53.3
234	Korvette	53.1
235	Rossy	53.0
236	Fruiterie Sami Fruits	51.3
237	Zellers	50.5
238	Hart	49.8
239	Marché Express	49.2
240	Beau-soir	48.3
241	Joe Fresh	46.5
242	Centre Boom Liquidation	44.0

1.2

2025 Results | Quebec

WOW Study

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

(WOW Index Ranking by Sector)



In-Store Experience in Quebec | 2025

WOW Index Ranking by Sector (1/6)

Alcohol & cannabis

★	8	Tite Frette	93.3
	35	SAQ	85.0
	39	Le monde des bières	84.4
	53	Société québécoise du cannabis (SQDC)	81.9

Convenience store

	166	Servi express	66,8
	169	Filgo	66,3
	178	Sprint	65,2
	214	Dépanneur du Coin	58,9
	215	Proxi / Proxi Extra	57,9
	217	Dépanneur Voisin	57,3
	218	Couche-Tard	57,0
	229	Boni-Soir	54,3
	231	Dépanneur 7 jours	54,2
	239	Marché Express	49,2
	240	Beau-soir	48,3

Grocery

	70	Avril	79,5
	137	Metro / Metro Plus	70,4
	139	IGA / IGA Extra	70,3
	142	Supermarché PA	70,0
	158	Rachelle-Béry	68,1
	169	Adonis	66,3
	180	Marché Richelieu	64,8
	184	Marché Ami	64,2
	185	Provigo / Provigo Le marché	64,1
	196	T&T Supermarché	62,7
	198	Super C	62,4
	201	Maxi / Maxi & cie	62,0
	205	Euromarché	61,4
	209	Marché Bonichoix	60,5
	226	Bonanza	55,1
	228	Intermarché	54,5
	229	Les Marchés Tradition	54,3
	236	Fruiterie Sami Fruits	51,3

Pharmacy

★	11	Familiprix	90.0
	34	Brunet	85.2
	45	Proxim	82.9
	47	Accès pharma	82.7
	75	Jean Coutu	78.7
	90	Uniprix	77.1
	135	Pharmaprix	70.5

In-Store Experience in Quebec | 2025

WOW Index Ranking by Sector (2/6)

Department store

57	Mode Choc	80.6
60	Simons/La Maison Simons	80.4
100	Aubainerie	76.1
141	Costco	70.1
169	Tigre géant	66.3
180	Walmart	64.8
185	Winners	64.1
200	Canadian Tire	62.2
207	Marshalls	60.8
219	La Baie d'Hudson	56.4
225	Magi-Prix	55.5
227	Dollarama	54.7
234	Korvette	53.1
235	Rossy	53.0
237	Zellers	50.5
238	Hart	49.8
242	Boom Liquidation	44.0

Furniture & decor

62	Kozy	79.9
74	Matelas Bonheur	78.9
75	Ameublements Tanguay	78.7
103	JC Perreault	76.0
111	Dormez-vous	74.7
116	IKEA	74.1
130	Meubles Léon	71.1
133	Mobilia	70.6
135	Germain Larivière	70.5
149	Bouclair	69.4
155	Stokes	68.8
163	MUST / MUST Société	67.5
164	Corbeil Électroménagers	67.4
165	Urban Barn	67.0
173	Structube	65.9
185	Maison Corbeil	64.1
188	Meubles RD	64.0
189	HomeSense	63.7
198	Brick	62.4
201	Linen Chest	62.0
224	JYSK	55.6

Electronics

54	Centre Hi Fi	81.2
67	KaseMe	79.6
114	Apple Store	74.5
157	Ordinateurs Canada	68.2
162	Hamster	67.6
173	Bureau en gros	65.9
201	Best Buy	62.0
207	Centre Canadien D'Électroménagers (CAS)	60.8
232	La Source	53.9

Hardware

37	Canac	84.8
78	Patrick Morin	78.1
156	BMR	68.4
167	RONA	66.5
176	Home Hardware	65.6
192	Home Depot	63.4
222	Réno-Dépôt / RONA+	56.3

In-Store Experience in Quebec | 2025

WOW Index Ranking by Sector (3/6)


Eyewear

20	Doyle Optométristes et Opticiens	88.3
26	BonLook	86.9
28	Iris	86.7
44	Opto-Réseau	83.5
57	New Look	80.6
72	Greiche & Scaff	79.3
77	Costco Optical Centre	78.6
81	Visique	77.9
91	Grimard Optique	77.0
127	Lunetterie F. Farhat	71.9
144	LensCrafters	69.6

Beauty

	3	Yves Rocher	96.1
	14	Lush	89.7
	16	Bath & Body Works	89.3
	17	Fruits & Passion	89.2
	55	Dans un Jardin	80.9
	59	Kiehl's	80.5
	63	L'Occitane	79.8
	118	Sephora	73.9


Jewelry

	6	MIA Bijoux	94.7
	67	Pilgrim	79.6
	80	Swarovski	78.0
	120	Pandora	73.6
	211	Birks	59.3

Shoes

38	Chaussures Pop	84.7
40	L'intervalle	84.2
84	Rubino	77.8
116	Panda	74.1
122	Yellow	73.0
127	Little Burgundy	71.9
131	Club C / Club Chaussures	71.0
151	Browns	69.1
180	Globo	64.8
190	Spring / Call It Spring	63.6
194	Aldo	62.8

Arts & crafts

	1	Long & McQuade	97.5
	63	Indigo / Chapters Indigo	79.8
	67	DeSerres	79.6
	88	Hachem	77.4
	93	Renaud-Bray	76.9
	125	Michael's	72.0
	148	Archambault	69.4

In-Store Experience in Quebec | 2025

WOW Index Ranking by Sector (4/6)

Specialty store

★	2	Chocolats Lindt	96.7
★	4	Nespresso	95.2
★	5	Camellia Sinensis	95.0
★	10	Les Thés DavidsTea / DAVIDsTEA	90.2
	35	Chocolats Favoris	85.0
	51	Jeff de Bruges	82.2
	99	Laura Secord	76.2
	105	Café Saint-Henri Micro-Torréfacteur	75.9
	123	Starbucks Café	72.4
	137	La diperie	70.4
	206	Tommy Café	61.1

Specialized food

	15	Les aliments M&M	89.5
	55	Mega Vrac	80.9
	73	Vrac et bocaux	79.0
	86	Les marchés Tau	77.7
	107	Bulk Barn	75.2
	132	Épicerie LOCO	70.9
	194	Signé local	62.8

Natural products

	30	Popeye's Suppléments	85.7
	32	Shop Santé	85.4
	81	Naturiste	77.9

Bakery

	21	Le Pain dans les voiles	88.2
	24	Boulangerie Ange	87.0
	33	L'Amour du pain	85.3
	61	MariePain	80.1
	95	Les Moulins La Fayette	76.7
	95	Première Moisson	76.7
	110	Mamie Clafoutis	74.8
	153	Au Pain Doré	69.0

In-Store Experience in Quebec | 2025

WOW Index Ranking by Sector (5/6)

Sports & outdoors

41	Coin des coureurs	83.8
41	Latulippe	83.8
49	MEC	82.5
65	Décathlon	79.7
65	Golf Town	79.7
78	Arc'teryx	78.1
86	Empire	77.7
106	Sail	75.8
124	Atmosphere	72.3
125	Lululemon	72.0
133	Puma	70.6
139	Sports Experts	70.3
143	La Cordée	69.8
150	Sports aux puces	69.2
160	Adidas	67.8
175	Sporting Life	65.7
179	JD Sports	65.1
209	Foot Locker	60.5
212	NIKE	59.1
219	L.L. Bean	56.4

Telecommunications

108	Vidéotron	75.0
114	TELUS	74.5
151	Rogers	69.1
153	Best Buy Mobile	69.0
161	Virgin Plus	67.7
168	Koodo	66.4
172	Bell	66.1
176	Fido	65.6

Toy & games



9	Imaginaire	93.2
18	Lego	89.0
91	Griffon	77.0
108	Disquaires Sunrise	75.0
212	Toys "R" Us	59.1

Pets

23	Animo etc	87.3
24	Mondou	87.0
29	Chico	86.3
43	Pitou Minou et compagnons	83.6
94	Létourno	76.8
112	Pattes & Griffes	74.6

Pool & spa

191	Trévi	63.5
193	Club Piscine	63.3

In-Store Experience in Quebec | 2025

WOW Index Ranking by Sector (6/6)

Women’s apparel

★	7	Claire France	94.5
	12	Laura	89.8
	12	Le Grenier	89.8
	18	Marie Claire	89.0
	22	Reitmans	88.1
	27	Penningtons / PENN.	86.8
	147	Dynamite	69.5
	158	Aritzia	68.1
	204	Ardène	61.9
	216	Garage	57.4

Unisex apparel

46	Tristan	82.8
97	WLKN	76.4
100	Amnesia	76.1
103	Pentagone	76.0
112	Lacoste	74.6
129	RW & Co	71.5
144	L’équipeur	69.6
144	Uniqlo	69.6
183	Old Navy	64.7
197	GAP	62.6
219	Urban Planet	56.4
223	H&M	56.1
233	Zara	53.3
241	Joe Fresh	46.5

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47	Ernest	82.7
51	Vincent d'Amérique	82.2
84	Psycho Bunny	77.8
98	Moores	76.3
100	Jack & Jones	76.1
121	Jonathan	73.1

Lingerie

30	MesBobettes	85.7
50	La Vie en Rose	82.3
70	Aerie	79.5
81	La Senza	77.9
89	Victoria's Secret	77.3
119	Change Lingerie	73.7

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2025 Results | Ontario

WOW Study

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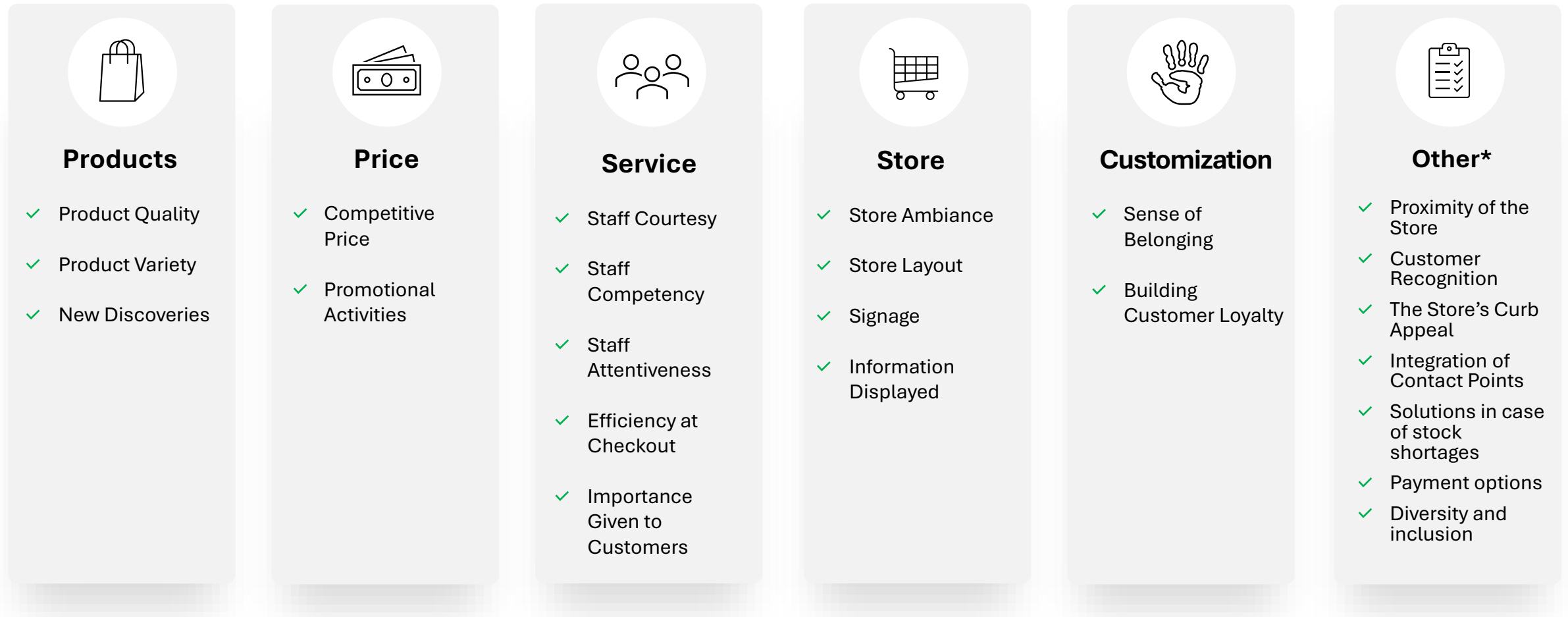
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The **WOW Index** is based on a store's performance on the **16 customer experience dimensions** related to products, price, service, store and customization taking into account the importance of each dimension in the store's line of business. The 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 Ontario 2025



#1 L'OCCITANE
EN PROVENCE Score: 95.8

#2 Lee Valley Score: 95.4

#3 Rer's Pets Score: 95.3

#4 DAVIDsTEA Score: 95.2

#5 GLOBAL PET FOODS
eat.play.love. Score: 95.1

#6 LUSH Score: 95.0

#7 Saje NATURAL WELLNESS Score: 94.7

#8 R&PharmaChoice Score: 94.6

#9 Lindt Score: 94.1

#10 Long & McQuade
MUSICAL INSTRUMENTS Score: 94.0

#10 THE BODY SHOP Score: 94.0

#12 PENN.
PENNINGTONS Score: 93.1

#13 NESPRESSO Score: 92.7

#14 Kiehl's
SINCE 1851 Score: 91.4

*WOW Index of 90 and over.

Overall ranking of all retailers 2025 ^(1/2)

Ontario Market



# Ontario	Retailers 2025	WOW Index
★ 1	L'Occitane	95.8
★ 2	Lee Valley Tools	95.4
★ 3	Ren's Pets	95.3
★ 4	DAVID's TEA	95.2
★ 5	Global Pet Foods	95.1
★ 6	Lush	95.0
★ 7	Saje Natural Wellness	94.7
★ 8	PharmaChoice	94.6
★ 9	Lindt Chocolate Shop	94.1
★ 10	Long & McQuade	94.0
★ 10	The Body Shop	94.0
★ 12	Penningtons / PENN.	93.1
★ 13	Nespresso	92.7
★ 14	Kiehl's	91.4
15	Nature's Emporium	89.6
16	AESOP	89.4
17	Mac Cosmetics	89.2
18	Bath & Body Works	88.6
18	Samsung	88.6
20	The Wine Shop	87.7
21	Reitmans	87.1
21	Jack & Jones	87.1
23	Ontario Cannabis Store (OCS)	86.7
24	The Wine Rack	86.6
25	Lacoste	86.4
26	Cabela's/Bass Pro shops	86.0
27	Healthy Planet	85.9
28	% Arabica	85.4
29	Lego	84.7
30	Chocolats Favoris	84.4
30	M&M Food Market	84.4

# Ontario	Retailers 2025	WOW Index
30	Pet Valu	84.4
33	Harry Rosen	83.8
33	I.D.A.	83.8
35	Decathlon	83.5
35	Purdys Chocolatier	83.5
37	Remedy'sRx	83.2
37	Best Buy Mobile	83.2
37	Under Armour	83.2
40	Sleep Country Canada	82.6
41	Golf Town	82.0
42	Rocky Mountain Chocolate	81.8
43	Popeye's Supplements	81.7
44	Sephora	81.3
45	Bulk Barn	81.1
45	Laura	81.1
47	Jean Coutu	80.7
48	LCBO	80.5
49	The Medicine Shoppe Pharmacy	80.3
50	Running Room	80.2
50	GNC	80.2
52	Kitchen Stuff Plus	80.1
53	Pharmasave	79.9
53	Apple Store	79.9
55	MEC	79.8
55	PetSmart	79.8
57	Best Buy Express	79.5
58	Fortinos	79.4
59	Longo's	79.0
60	Leon's Furniture	78.9
61	Laura Secord	78.6
62	Guardian	78.1

# Ontario	Retailers 2025	WOW Index
62	Michael's	78.1
64	Tip Top tailors	78.0
65	Mark's	77.9
66	Costco	77.6
66	Starbucks Coffee	77.6
68	Canadian appliance source (CAS)	77.5
69	TELUS	77.1
70	Call It Spring	76.7
71	Mastermind Toys	76.6
71	Chapters Indigo	76.6
73	Goodness Me!	76.3
74	Virgin Plus	76.2
74	Sail	76.2
76	Adonis Market	76.1
77	Arc'teryx	76.0
78	NIKE	75.7
79	GAP	75.3
80	Stokes	75.2
81	Sunrise Records	75.0
81	Adidas	75.0
81	Aldo	75.0
84	Fido	74.7
84	IKEA	74.7
86	JD Sports	74.5
87	Koodo	74.4
88	Canada Computers	74.2
89	Rexall	74.0
90	Browns	73.5
91	Indochino	73.4
92	Walking on a Cloud	73.2
93	Whole Foods Market	73.1

# Ontario	Retailers 2025	WOW Index
94	Zehrs	73.0
95	Urban Barn	72.8
96	BMR	72.6
96	Freedom Mobile	72.6
96	Farm Boy	72.6
99	Uniqlo	72.3
100	Best Buy	72.2
101	Holt Renfrew	71.9
102	Home Depot	71.7
103	No Name	71.6
104	Moore's	71.4
104	Structube	71.4
106	Toys "R" Us	71.3
106	Banana Republic	71.3
108	Softmoco	70.7
109	Sobeys	70.4
110	Home Hardware	70.3
111	Shoppers Drug Mart	70.1
111	Simons	70.1
111	Roots	70.1
114	Foot Locker	69.9
115	Rogers	69.7
116	Zara	69.6
117	HomeSense	69.4
118	Chatr Wireless	68.9
118	7-Eleven	68.9
120	Staples	68.6
121	RONA	68.5
121	FreshCo	68.5
123	Canadian Tire	68.4
124	Giant Tiger	68.3

Overall ranking of all retailers 2025 ^(2/2)

Ontario Market

# Ontario	Retailers 2025	WOW Index
125	Bell	68.1
126	Dynamite	67.9
127	Linen Chest	67.4
128	Sport Chek	67.3
129	H&M	67.0
130	RW & Co	66.5
131	Food Basics	66.4
131	Your Independent Grocer	66.4
133	Shoe Company	66.0
134	JYSK	65.9
135	Urban Planet	65.6
136	No Frills	65.5
137	Foodland	65.2
138	Old Navy	64.9
138	L.L. Bean	64.9
140	Independent City Market	63.7
141	Hudson's Bay / HBC	63.6
141	Metro	63.6
143	Sporting Life	63.1
143	Urban Outfitters	63.1
145	Lululemon	63.0
146	Walmart	62.9
147	Real Canadian Superstore (RCSS)	62.7
148	Ardène	62.0
149	The Source	61.7
150	Aritzia	61.5
151	Globo	61.3
152	Winners	60.9
153	The Brick	60.8
154	Hart	60.3
155	Marshalls	59.7

# Ontario	Retailers 2025	WOW Index
156	Loblaws	59.2
157	Garage	58.7
158	Lowe's / RONA+	58.5
159	Joe Fresh	57.8
160	Nations	57.2
160	T&T Supermarket	57.2
162	Valu-Mart	56.4
163	Rabba Fine Foods	55.6
164	Hasty Market	53.5
165	Dollarama	51.9
166	Circle K	50.2

2.2

2025 Results | Ontario

WOW Study

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

(WOW Index Ranking by Sector)



In-Store Experience in Ontario | 2025

WOW Index Ranking by Sector (1/5)

Alcohol & cannabis

20	The Wine Shop	87.7
23	Ontario Cannabis Store (OCS)	86.7
24	The Wine Rack	86.6
48	LCBO	80.5

Convenience store

118	7-Eleven	68.9
164	Hasty Market	53.5
166	Circle K	50.2

Grocery

58	Fortinos	79.4
59	Longo's	79.0
76	Adonis Market	76.1
93	Whole Foods Market	73.1
94	Zehrs	73.0
96	Farm Boy	72.6
103	No Name	71.6
109	Sobeys	70.4
121	FreshCo	68.5
131	Food Basics	66.4
131	Your Independent Grocer	66.4
136	No Frills	65.5
137	Foodland	65.2
140	Independent City Market	63.7
141	Metro	63.6
147	Real Canadian Superstore (RCSS)	62.7
156	Loblaws	59.2
160	Nations	57.2
160	T&T Supermarket	57.2
162	Valu-Mart	56.4
163	Rabba Fine Foods	55.6

Pharmacy

★ 8	PharmaChoice	94.6
33	I.D.A.	83.8
37	Remedy'sRx	83.2
47	Jean Coutu	80.7
49	The Medicine Shoppe Pharmacy	80.3
53	Pharmasave	79.9
62	Guardian	78.1
89	Rexall	74.0
111	Shoppers Drug Mart	70.1

In-Store Experience in Ontario | 2025

WOW Index Ranking by Sector (2/5)

Department store

66	Costco	77.6
101	Holt Renfrew	71.9
111	Simons	70.1
123	Canadian Tire	68.4
124	Giant Tiger	68.3
141	Hudson's Bay / HBC	63.6
146	Walmart	62.9
152	Winners	60.9
154	Hart	60.3
155	Marshalls	59.7
165	Dollarama	51.9

Furniture & decor

40	Sleep Country Canada	82.6
52	Kitchen Stuff Plus	80.1
60	Leon's Furniture	78.9
68	Canadian appliance source (CAS)	77.5
80	Stokes	75.2
84	IKEA	74.7
95	Urban Barn	72.8
104	Structube	71.4
117	HomeSense	69.4
127	Linen Chest	67.4
134	JYSK	65.9
153	The Brick	60.8

Electronics

57	Best Buy Express	79.5
18	Samsung	88.6
53	Apple Store	79.9
88	Canada Computers	74.2
100	Best Buy	72.2
120	Staples	68.6
149	The Source	61.7

Hardware

96	BMR	72.6
102	Home Depot	71.7
110	Home Hardware	70.3
121	RONA	68.5
158	Lowe's / RONA+	58.5

In-Store Experience in Ontario | 2025

WOW Index Ranking by Sector (3/5)

Beauty

★	1	L'Occitane	95.8
★	6	Lush	95.0
★	7	Saje Natural Wellness	94.7
★	10	The Body Shop	94.0
★	14	Kiehl's	91.4
	16	AESOP	89.4
	17	Mac Cosmetics	89.2
	18	Bath & Body Works	88.6
	44	Sephora	81.3

Arts and crafts

★	2	Lee Valley Tools	95.4
★	10	Long & McQuade	94.0
	62	Michael's	78.1
	71	Chapters Indigo	76.6

Games & toys

29	Lego	84.7
71	Mastermind Toys	76.6
81	Sunrise Records	75.0
106	Toys "R" Us	71.3

Pets

★	3	Ren's Pets	95.3
★	5	Global Pet Foods	95.1
	30	Pet Valu	84.4
	55	PetSmart	79.8

Telecommunications

37	Best Buy Mobile	83.2
69	TELUS	77.1
74	Virgin Plus	76.2
84	Fido	74.7
87	Koodo	74.4
96	Freedom Mobile	72.6
115	Rogers	69.7
118	Chatr Wireless	68.9
125	Bell	68.1

In-Store Experience in Ontario | 2025

WOW Index Ranking by Sector (4/5)

Natural products

15	Nature's Emporium	89.6
27	Healthy Planet	85.9
43	Popeye's Supplements	81.7
50	GNC	80.2
73	Goodness Me!	76.3

Specialized food

30	M&M Food Market	84.4
45	Bulk Barn	81.1

Specialty store

★	4	DAVID's TEA	95.2
★	9	Lindt Chocolate Shop	94.1
★	13	Nespresso	92.7
	28	% Arabica	85.4
	30	Chocolats Favoris	84.4
	35	Purdys Chocolatier	83.5
	42	Rocky Mountain Chocolate	81.8
	61	Laura Secord	78.6
	66	Starbucks Coffee	77.6

Sports & outdoors

26	Cabela's/Bass Pro shops	86.0
35	Decathlon	83.5
37	Under Armour	83.2
41	Golf Town	82.0
50	Running Room	80.2
55	MEC	79.8
74	Sail	76.2
77	Arc'teryx	76.0
78	NIKE	75.7
81	Adidas	75.0
86	JD Sports	74.5
114	Foot Locker	69.9
128	Sport Chek	67.3
138	L.L. Bean	64.9
143	Sporting Life	63.1
145	Lululemon	63.0

In-Store Experience in Ontario | 2025

WOW Index Ranking by Sector (5/5)

Women's apparel

★	12	Penningtons / PENN.	93.1
	21	Reitmans	87.1
	45	Laura	81.1
	126	Dynamite	67.9
	148	Ardène	62.0
	150	Aritzia	61.5
	157	Garage	58.7

Unisex apparel

25	Lacoste	86.4
65	Mark's	77.9
79	GAP	75.3
99	Uniqlo	72.3
106	Banana Republic	71.3
111	Roots	70.1
116	Zara	69.6
129	H&M	67.0
130	RW & Co	66.5
135	Urban Planet	65.6
138	Old Navy	64.9
143	Urban Outfitters	63.1
159	Joe Fresh	57.8

Men's apparel

21	Jack & Jones	87.1
33	Harry Rosen	83.8
64	Tip Top tailors	78.0
91	Indochino	73.4
104	Moores	71.4

Shoes

70	Call It Spring	76.7
81	Aldo	75.0
90	Browns	73.5
92	Walking on a Cloud	73.2
108	Softmoc	70.7
133	Shoe Company	66.0
151	Globo	61.3

3

2025 Results | Western Canada

WOW Study

Best In-Store Customer
Experience 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 76 retailers in Western Canada from 11 sectors were evaluated by their recent visitors.

Study population

More than 6,500 Western Canadians **16 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 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 24 to November 25, 2024**.

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.

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 Best In-Store Experiences

in Western Canada 2025



#1	 <small>NATURAL WELLNESS</small>	Score: 96.0
#2	 <small>WINE</small>	Score: 93.2
#3		Score: 93.0
#4		Score: 92.2
#5		Score: 92.1
#6		Score: 90.0
#6		Score: 90.0

*WOW Index of 90 and over.

3.2

2025 Results | Western Canada

WOW Study

Best In-Store Customer
Experience in **Western Canada**

(WOW Index Ranking by Sector)



In-Store Experience in Western Canada | 2025

WOW Index Ranking by Sector (1/3)

Alcohol

★	2	Everything Wine	93.2
★	6	Wine and Beyond	90.0
	18	Great Canadian Liquor	82.2
	27	BC LIQUOR Stores	76.3
	52	Liquor Depot	68.1
	57	Ace Liquor	65.7

Department store

	47	Mark's	69.8
	49	Costco	68.7
	62	Canadian Tire	63.1
	66	London Drugs	60.8
	75	Hudson's Bay / HBC	50.5
	76	Walmart	50.4

Grocery

	21	Calgary Co-op	78.5
	33	CO-OP Food	74.2
	46	Safeway	69.9
	48	Save-On-Foods	69.5
	50	Choices Market	68.5
	51	Whole Foods Market	68.4
	54	Thrifty Foods	67.2
	60	Nesters Market	63.5
	61	Fresh St. Market	63.3
	64	IGA /IGA Marketplace	61.9
	69	Real Canadian Superstore (RCSS)	59.1
	71	No Frills	56.2
	73	Buy-Low Foods	55.6

Pharmacy

★	3	Guardian	93.0
★	6	The Medicine Shoppe Pharmacy	90.0
	12	Remedy'sRx	87.6
	14	I.D.A.	85.9
	34	Pharmasave	73.9
	40	Rexall	72.8
	59	Shoppers Drug Mart	65.3

In-Store Experience in Western Canada | 2025

WOW Index Ranking by Sector (2/3)

Electronics

22	Apple Store	77.9
29	Best Buy Express	75.6
31	Visions Electronics	74.6
56	Best Buy	66.2
68	The Source	60.2
72	Staples	55.8

Furniture & decor

37	Sleep Country Canada	73.1
45	IKEA	70.9
63	The Brick	62.1

Hardware

53	Home Depot	67.6
65	Lowe's / RONA+	61.0
70	RONA	57.6

Telecommunications

16	SaskTel	84.5
17	Virgin Plus	83.3
19	Best Buy Mobile	82.1
26	Freedom Mobile	76.5
28	Koodo	75.8
35	BELL / BELL MTS	73.5
37	Fido	73.1
39	Chatr Wireless	73.0
55	Rogers/Shaw	66.3
57	TELUS	65.7



In-Store Experience in Western Canada | 2025

WOW Index Ranking by Sector (3/3)

Sports & outdoors

11	Sports Experts	87.7
19	MEC	82.1
22	Running Room	77.9
25	Decathlon	76.9
32	NIKE	74.3
35	Lululemon	73.5
42	Adidas	72.5
44	Foot Locker	71.2
67	Sporting Life	60.3
74	Sport Chek	53.2

Specialty store

	1	Saje Natural Wellness	96.0
	4	Lindt Chocolate Shop	92.2
	8	Purdys Chocolatier	89.1
	8	Rocky Mountain Chocolate	89.1
	15	Nespresso	84.6
	24	Sephora	77.7

Pets

	5	Home Alive Pets	92.1
	10	Pet Valu	88.2
	13	Global Pet Foods	86.1
	30	PetSmart	75.0
	41	Petland Canada	72.7
	43	Tisol	71.9

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 350 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 app of the 298 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 indexes and visitor feedback on your customer experience.

Build better customer **connections**

Some of our solutions include:

Customized Programs

Deliver a better customer experience by moving from traditional market research, another feedback system, or no existing program to a custom CX program.



Custom VoC (Voice of the Customer) Programs

Bridge the gap between your VOC tool and the strategic insights you're looking for. We're experts in more than one platform, so we'll recommend the best one for your needs, help you implement it, and provide ongoing support. We also offer managed services and training

Contact us

Prioritized Strategies

Identify and implement the most impactful CX strategies for your specific business goals.

Personalized Advice and Guidance

Improve your CX programs with personalized support. Our team can provide advice across all 5 CX competencies:

- Customer insights and understanding
- CX strategy
- Metrics, measurements & ROI
- CX design, implementation and innovation
- Culture and accountability

Customer-Centric Initiatives

Highlight the importance of a customer-first approach to boost customer satisfaction, increase loyalty, and stay ahead of the competition.

Success and Performance Metrics

Show the concrete impacts of your CX initiatives to build support from senior leaders and get buy-in for future initiatives.



CX Consulting Services

LegerCX offers consulting services in each of these competencies to help you raise your level of CX maturity.



Understand Customers

- Quantitative & qualitative research
- Personas & customer journey mapping
- VoC program audits (surveys, reports, etc.)
- VoC platform recommendations
- Customer feedback analysis and audits
- CX gap analysis



CX strategy

- Assessment of the current level of customer experience (CX) maturity
- Current state analysis of the customer experience (CX)
- CX/VoC strategic plan & creation of business case studies
- CX communication plan



Metrics, measurements & ROI

- Advice and review of KPIs and CX metrics
- Integration of operational, sales and EX data with CX data
- ROI metrics & recommendations
- Advice on quant and qual methodologies



CX design, implementation and innovation

- Pilot and A/B tests for VoC programs
- Future/ideal customer journey mapping
- Assessment of future/ideal maturity
- Prioritization of CX action plans



Culture & accountability

- Definition of CX mission, vision and values
- Stakeholder CX mapping
- CX roadmap guide
- Customer-centric culture: change management and accountability analysis



WOW 2025 Results

Quebec, Ontario, West and Canada

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

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