

November 2022

Trade

Sector portrait



Table of contents

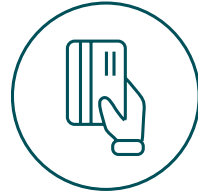
- 01** Laval at the heart of a dynamic metropolis
- 02** Why should you choose Laval?
- 03** An overview of trade
- 04** Trade in figures
- 05** Description of the sector
- 06** The commercial ecosystem
- 07** Some key players

01 Laval at the heart of a dynamic metropolis

Greater Montreal



4.3 million inhabitants with a wealth of talent



Fast access to over **1.5 billion consumers**



11 universities, 60 colleges and 200 research centres



Transportation and logistics infrastructures: airport, port, railway lines, highway network



Operating costs among **the lowest** in major North American cities



Exceptional **quality of life**

02 Why should you choose Laval?

QUALITY OF LIFE

An exceptional location

ACCESSIBILITY

A strategic choice

WORKFORCE CAPABILITY

A growing population and a qualified and diversified labour pool

ECONOMIC DIVERSITY

Sustained growth

A DYNAMIC AND INNOVATIVE ECOSYSTEM

Incubation hubs, innovative approaches and a dynamic knowledge environment

LAVAL ÉCONOMIQUE

Offers financial programs (tax and financial incentives)

A group of solutions-based experts offering strategic support to businesses

02 Why should you choose Laval?

Laval, the capital of opportunity

3rd

largest city in Quebec

Close to **450,000** inhabitants on 246 km²

A skilled labour pool

71% of Laval residents have a post-secondary qualification

A highly diversified economy that's growing faster than the Quebec average

166,200 jobs in more than

12,900 businesses

3 metro stations

2 commuter train stations and a bus network

5 highways

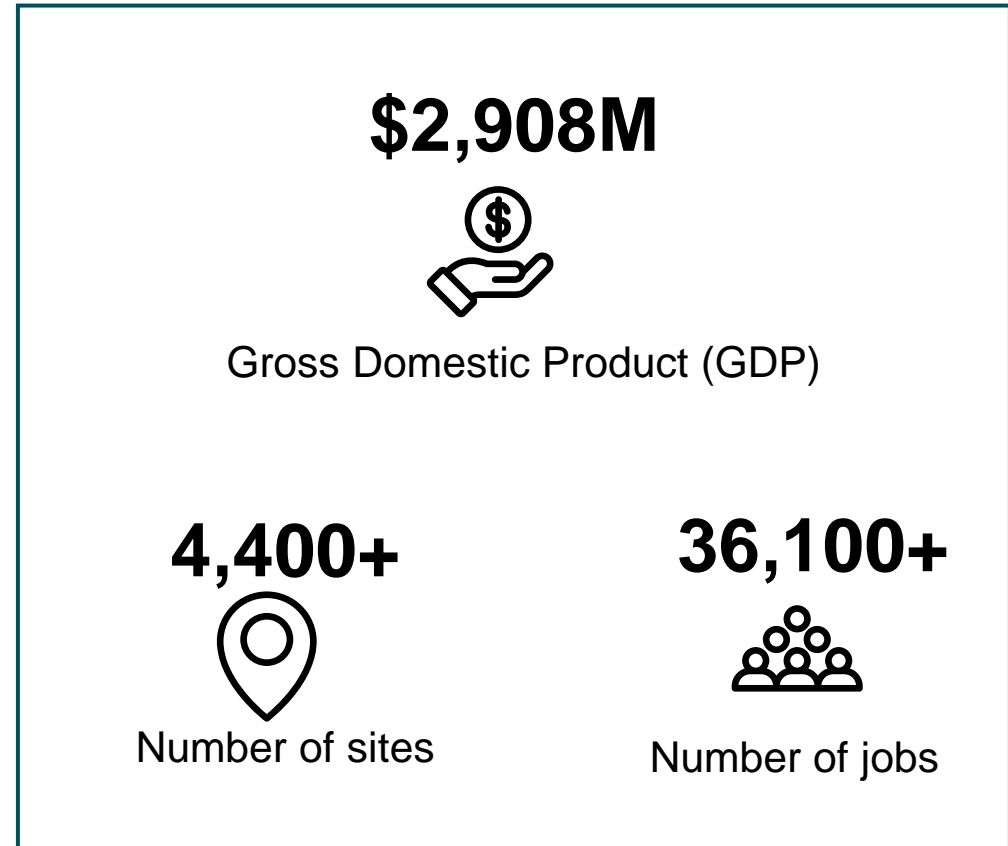
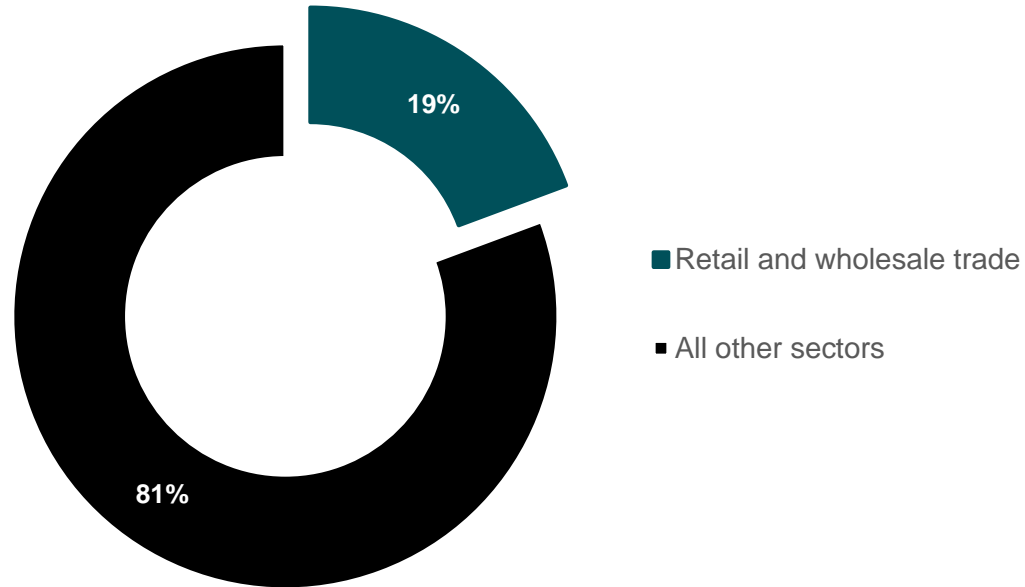
3 university pavilions

5 colleges

19 vocational training centres

03 An overview of trade

Distribution of employed Laval residents



04 Trade in figures

Two significant sub-sectors: **retail trade** and **wholesale trade**

Retail trade

GDP (2019): **\$1,441M**

GDP growth (2015-2019): **4.3%** per year

27,200 jobs in Laval (16%)

1,618 sites with employees

1,359 sites without employees

Wholesale trade

GDP (2019): **\$1,466M**

GDP growth (2015-2019): **4.2%** per year

8,900 jobs in Laval (5%)

782 sites with employees

714 sites without employees

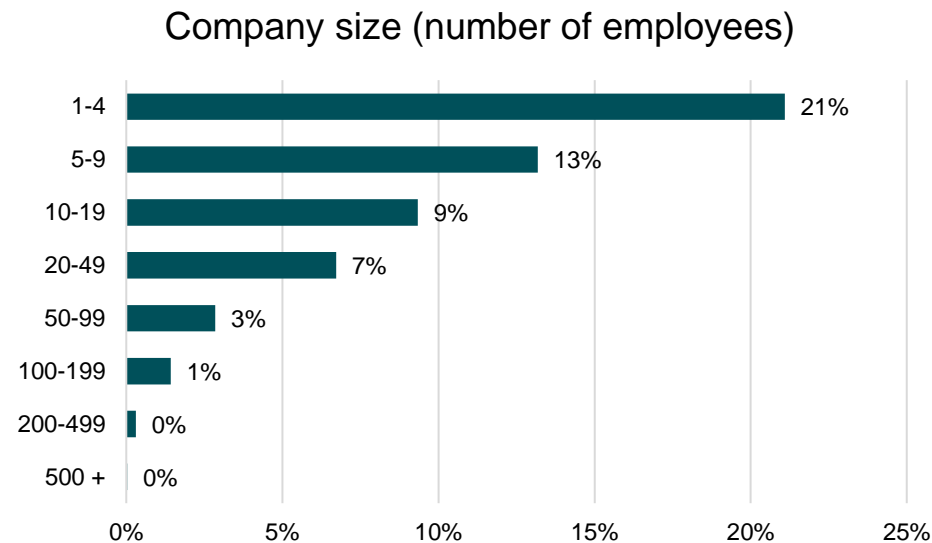
05 Description of the sector



The principal activity of the **retail trade** is the retail sale of goods, usually without processing, and the provision of related services.

There are **2,900** retail sites and **27,200** jobs within the Laval territory.

Predominant sectors - sites divided by sub-sector - food (17%), clothing (14%), motor vehicles (14%).



Sites with employees, categorized by the number of employees.

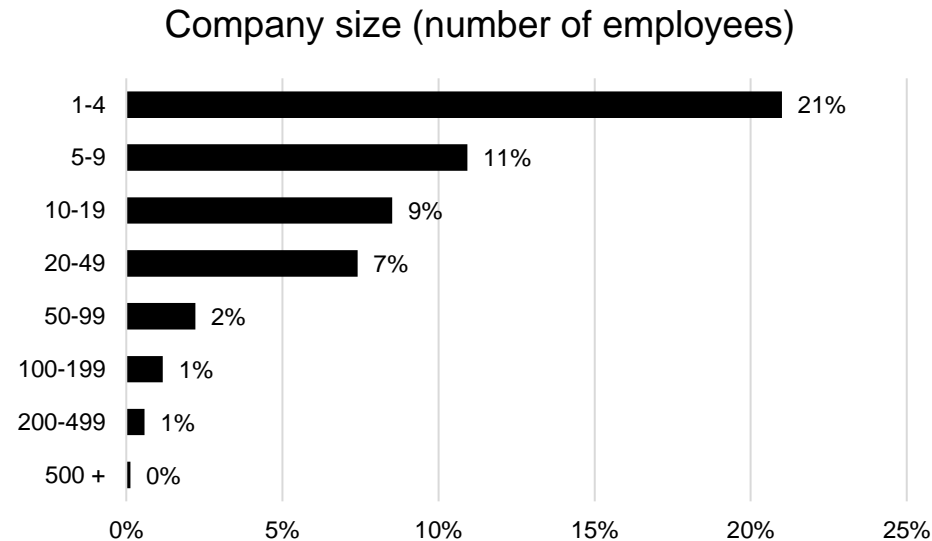
05 Description of the sector



Wholesale trade is an activity whereby goods are sold in large quantities to retailers, industries and other businesses.

There are **1,500** sites and **8,900** jobs within the Laval territory.

Predominant sectors: Sites divided by sub-sector - machinery, materials and supplies (19%), personal and household goods (18%), food, beverage and tobacco products (18%).



Sites with employees, categorized by the number of employees.

06 The retail ecosystem in Laval

The retail sector is constantly evolving to adapt to trends, emerging technologies and consumer behaviour to ensure it remains sustainable and competitive.*

- Accelerated changes in 2020 to adapt to the impact of the pandemic.
- Profound and permanent changes in the retail sector that became an opportunity rather than a challenge.

Neighbourhood businesses have redefined the local shopping experience, which grew rapidly during the pandemic.



06 The wholesale ecosystem in Laval

- A trend has emerged in Quebec and across the globe: companies are accelerating their digital shift and automating their facilities to increase productivity. This transformation is a necessity for those who want to take advantage of the economic recovery and stand out from the competition.
- The pandemic forced many companies to accelerate their digital processes. Those who can reduce production costs and adapt to the labour shortage will emerge as winners in the current economic reality where competitiveness, innovation and ecological transition are primordial.
- The Internet of Things is a powerful driver capable of increasing industrial productivity by multiplying the data sources related to systems operations and by applying the power of operational intelligence offered by cloud-based computing and artificial intelligence.

08 Some key players

Retail trade

- BMW Mini Laval
- IGA
- Hudson's Bay
- Simons
- Metro
- Adonis
- Rona l'Entrepôt



LA BAIE

metro



08 Some key players

Wholesale trade

- Alimentation Couche-Tard
- Bureau en gros, Staples Canada division
- Centre agricole J.L.D. Lagüe
- Costco Laval
- SMS Equipment
- Wajax, a division of Systèmes de distribution intégrés S.E.C
- Fourniture de Bureau Denis
- Lumen
- Regulvar



Contact us!

Bernard Pitre
Technology Transformation Commissioner
b.pitre@laval.ca
450-978-6888, ext. 5287

Youri Cupidon
Technology Transformation Commissioner
y.cupidon@laval.ca
450-978-6888, ext. 6461

1333, boulevard Chomedey, bureau 401
Laval (Québec) H7V 3Y1
lavaleconomique@laval.ca
lavaleconomique.com

Prepared by:
Catherine Gagnon
Economic Advisor
cat.gagnon@laval.ca
450-978-6888, ext. 5952

