

# CANADA



## THE SALES ENVIRONMENT

While gross profit margins fell slightly between 2023 and 2024, the average number of days it took to be paid by end-buyers stayed the same – though it took large distributors more time to see the money. Meanwhile, the additional services distributors offered in 2024 varied widely based on revenue size.

36%

THE **AVERAGE GROSS PROFIT MARGIN** FOR DISTRIBUTORS IN 2024



10%

THE PERCENTAGE OF DISTRIBUTORS WHO SELL **OUTSIDE NORTH AMERICA**



31

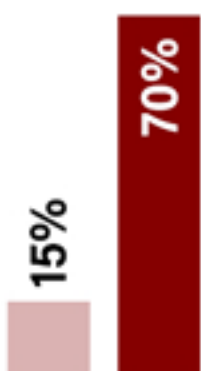
THE **AVERAGE DAYS SALES OUTSTANDING** FOR DISTRIBUTOR ORDERS IN 2024



## WHAT OTHER SERVICES DO CANADIAN DISTRIBUTORS OFFER?

■ SMALL DISTRIBUTORS ■ LARGE DISTRIBUTORS

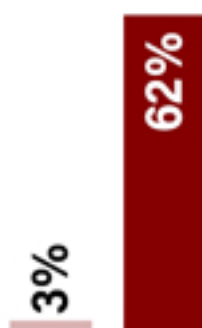
COMPANY STORES



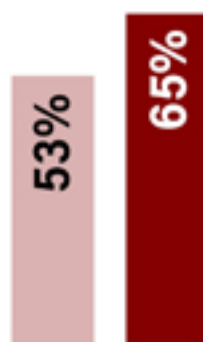
WAREHOUSING /FULFILLMENT



KITTING



PRINT



SIGNAGE

