



CANADA GOOSE®

FACT SHEET

Nov. 15, 2024

SMART GOOSE Specifics and Canada Goose's Growing Impact

KEY INFORMATION

Category	Facts
Clothing Line Specifics	
Key features	<ul style="list-style-type: none">• UV protection• Temperature regulation• Longevity• Bluetooth compatible• Canada Goose app available on Nov. 25, 2024, on the App Store and Google Play
Availability	<ul style="list-style-type: none">• All Canadian stores• www.canadagoose.com
Materials used	<ul style="list-style-type: none">• Vegan
Marketing/PR timeline	<ul style="list-style-type: none">• Nov. 12, 2024, to April 30, 2025
Market Statistics	
2024 financial year revenue	<ul style="list-style-type: none">• \$1.33 billion
Fourth quarter revenue and full year revenue	<ul style="list-style-type: none">• Increased 22 per cent and 9.6 per cent, respectively
Brand strategy	<ul style="list-style-type: none">• To shift towards direct-to-consumer sales to reflect broader retail trends
Canada Goose consumers outside of Canada	<ul style="list-style-type: none">• 25 per cent
Consumers who desire tech-integration in outerwear and increase in longevity	<ul style="list-style-type: none">• 70 per cent and 65 per cent, respectively
Brand Operations	
Canada Goose production	<ul style="list-style-type: none">• 100 per cent Canada-based
Employees	<ul style="list-style-type: none">• Just under 45,000
Canadian sewing machine operators recruited	<ul style="list-style-type: none">• 20 per cent
Locations as of Aug., 2024	<ul style="list-style-type: none">• 179 Canada Goose stores• 30 per cent of which are in Ontario
Website/Socials	
Website	www.canadagoose.com
Instagram	https://www.instagram.com/canadagoose
Facebook	https://www.facebook.com/canadagoose
X	https://x.com/canadagoose
YouTube	https://youtube.com/@canadagoose?si=G12zg9kzvkgxOaS

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[Canada Goose](#)