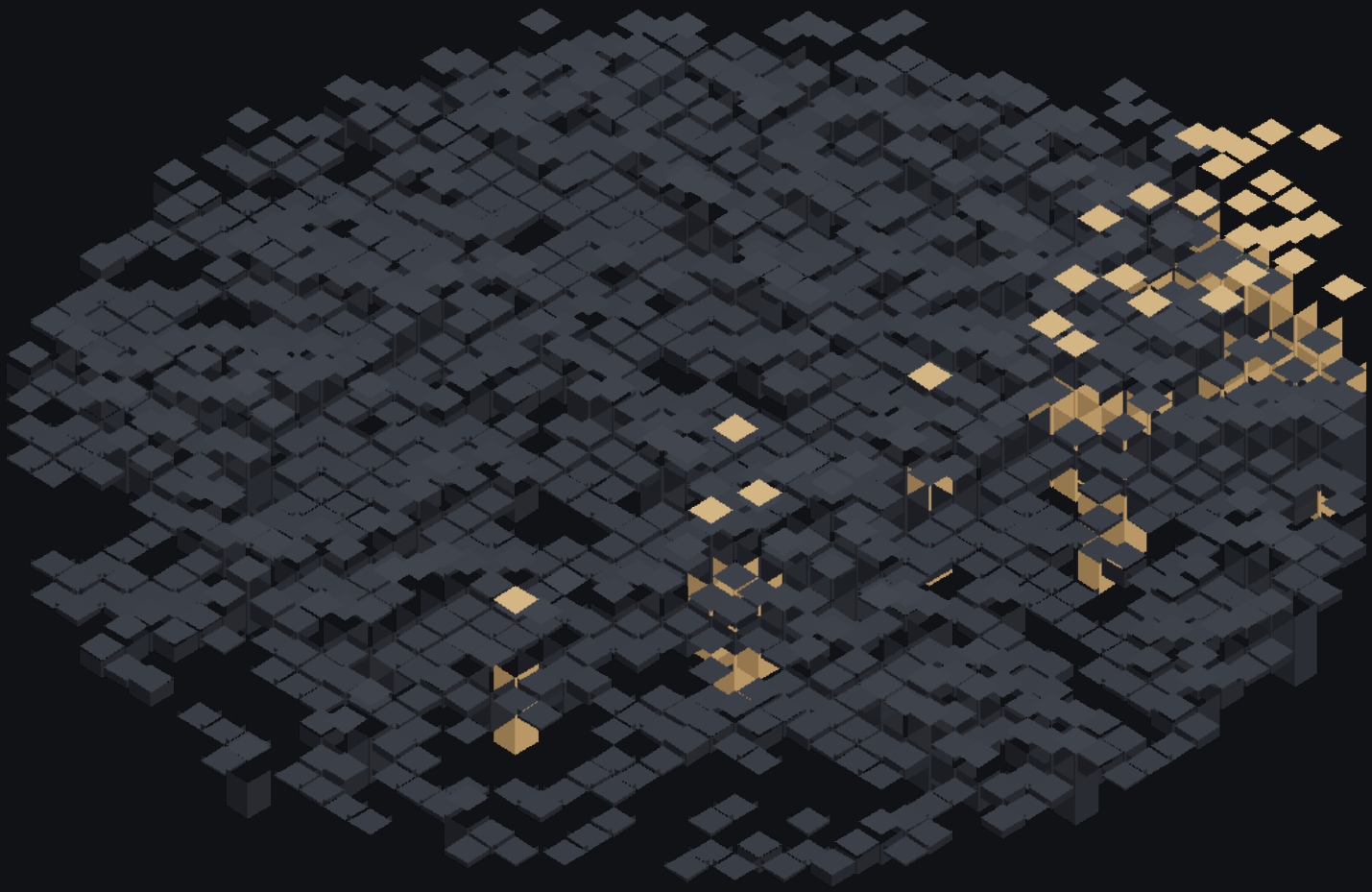
COMMERCIAL INTELLIGENCE CA TOR

Toronto
Offline Trade Intelligence

160,268 measured places within 30 km (19,896 inside 5 km) | 84.9% website coverage, 9.3% chain share, 15.1% digital gap



CITY DOSSIER CA

Toronto offline trade intelligence

We counted 160,268 places within 30 km of the centre of Toronto, and 19,896 inside 5 km. 84.9% keep a website a customer can open, 9.3% trade under a chain name, so 15.1% of the block is visible on a map and not findable on a phone.
Aggregate counts only. No store level row appears in this edition.

160,268
places counted, 30 km ring

84.9%
keep a website a customer can open (24,207 do not)

9.3%
carry a chain name, lower bound

SEGMENTS, MEASURED

n = 160,268

Segment	Places	Share	With a website	Gap
Retail	31,601	19.7%	84.7%	15.3%
Professional services	26,834	16.7%	90.4%	9.6%
Food and beverage	24,143	15.1%	83.4%	16.6%
Other	17,254	10.8%	86.9%	13.1%
Home and repair	15,416	9.6%	89.4%	10.6%
Beauty and wellness	11,363	7.1%	74.4%	25.6%
Real estate	10,028	6.3%	82.8%	17.2%

WHAT THE COUNTS SAY

01 **The gap sits in beauty and wellness.**
11,363 places, 7.1% of the ring, and only 74.4% keep a website. The city average is 84.9%, so this segment is 10.5 points behind the block.

02 **Night lights, thirteen years.**
Expansion index 14.0 of 100, rank 50 of 58 measured cities, radiance -3.5% since 2019, outer ring 1.9%. LED conversion removes short wavelength light, so read the ring growth, not the level.

PAID EDITION District level tables, 500 m and 1 km rings for named candidate sites, six adjacent categories, opening priority and a checklist. 12 to 16 pages with an aggregate CSV by district. Medical and hospital excluded. Gulf requests are quoted at three times the standard rate.

Source: TOYB measured, Overture Maps Foundation places 2026 11 18 release, NASA VIIRS night lights through EOG, World Bank and national statistical offices for population and income. Non identified aggregate counts only.

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