

Country Factsheet

Canada



Canadian e-commerce grows steadily, driven by cross-border trade

Canada's e-commerce market continues to expand steadily, though competition from dominant marketplaces keeps the bar high. Canadians remain North America's most enthusiastic cross-border shoppers, seeking variety and value abroad, even as shifting customs rules add complexity. For international retailers, growth increasingly depends on transparency: clear costs, predictable duties and reliable delivery are what convert Canada's demanding shoppers.



31 million
online
shoppers



41%
of total retail
is e-commerce



US\$65 billion
value
of e-commerce

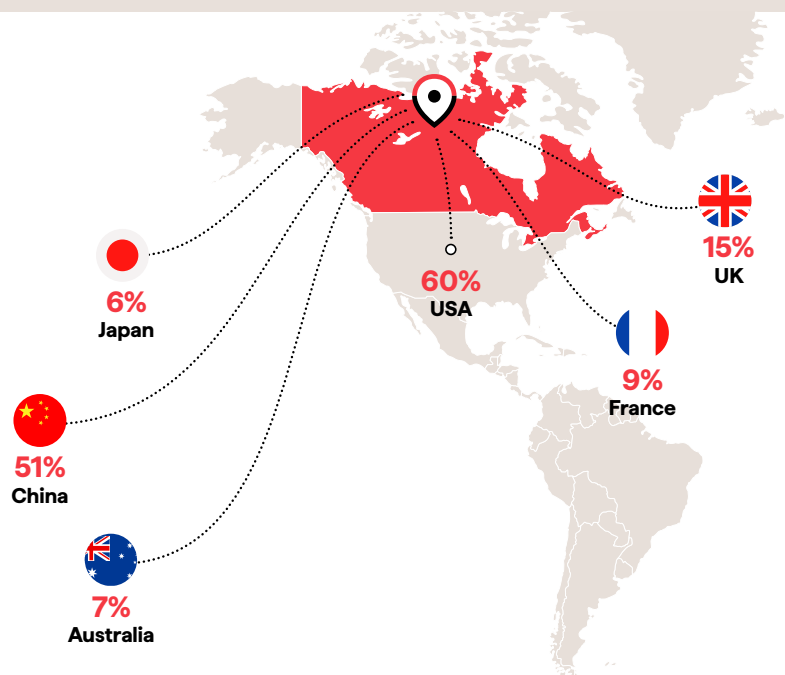


55%
of shoppers buy
cross-border

CONSUMER INSIGHTS

The US lead narrows as France and Australia gain ground

The United States remains by far the top destination for Canadian cross-border shoppers, though its share declines this year. France and Australia both make notable gains, while China and the UK hold steady and Mexico loses last year's momentum.



Delivery speed leads, while reliability gains importance

Fast delivery remains the top driver for Canadian cross-border shoppers, followed by product and brand variety. Reliable delivery climbs the rankings this year, overtaking price, a sign that Canadians increasingly value a dependable delivery experience alongside affordability.

Fast delivery speed: 42%

More choice of products / brands: 35%

Reliable delivery: 34%

Low product prices: 32%

Easy to find products: 31%

Cheap delivery cost: 28%

Clothing strengthens its lead, while personal care climbs to second place

Clothing and footwear further extends its dominance among Canadian cross-border purchases. Personal care and beauty products overtake consumer electronics to claim second place, while accessories gain notable ground and books, music and media continue to decline.

Clothing and footwear: 42%

Personal care and beauty products: 18%

Consumer electronics and accessories: 17%

Sport, leisure and hobbies: 13%

Home and garden: 12%

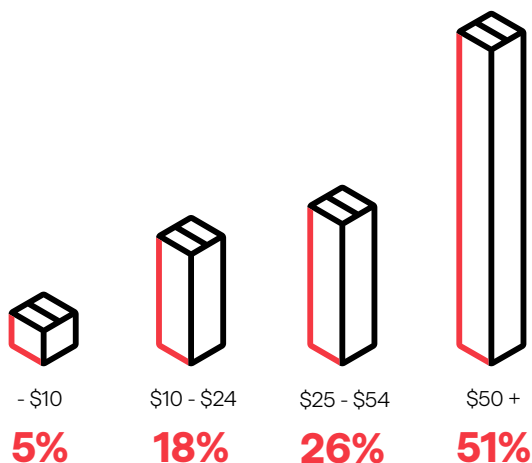
Toys: 11%



Landmark Global has the expertise, infrastructure and operational capabilities to deliver your parcels to Canada on time in a cost-effective way, from anywhere. We also offer a flexible return management.

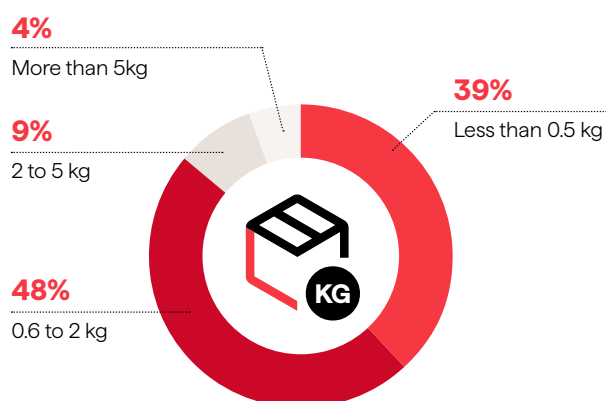
More than half of cross-border purchases now exceed 50 US dollars

The share of purchases worth US\$50 or more continues to rise, now reaching 51%. Mid-range and lower-value transactions decline slightly, confirming the steady shift toward higher-value cross-border orders.



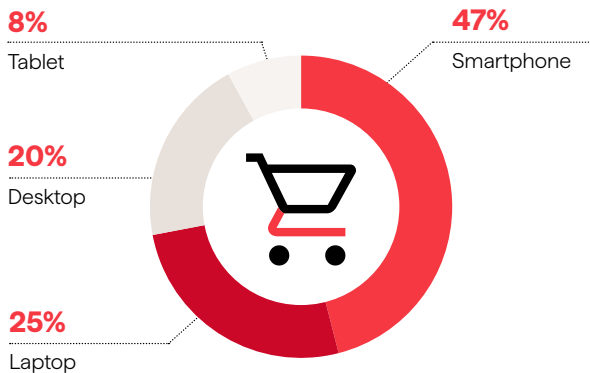
Mid-weight parcels take the lead in Canadian cross-border orders

Packages between 0.6 and 2 kg become the most common weight this year, overtaking ultra-light parcels, which continue to decline. Heavier shipments remain stable, confirming a gradual shift toward slightly bulkier orders.



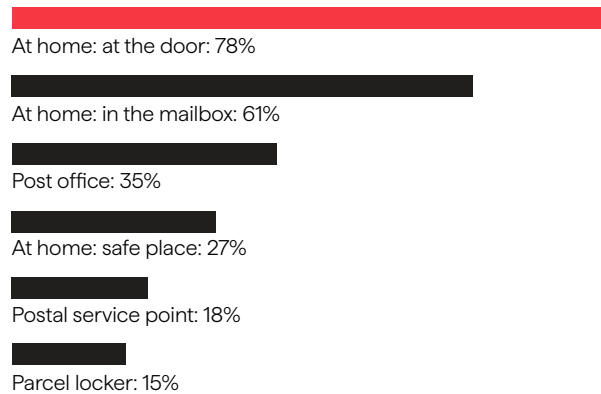
Smartphones consolidate their lead in Canadian online shopping

Smartphone usage edges up to 47%, continuing its steady rise as the primary shopping device. Laptop purchases decline slightly, while desktop and tablet remain stable. Canada still trails the North American average, leaving room for further mobile growth.



Home delivery remains the clear favorite among Canadian shoppers

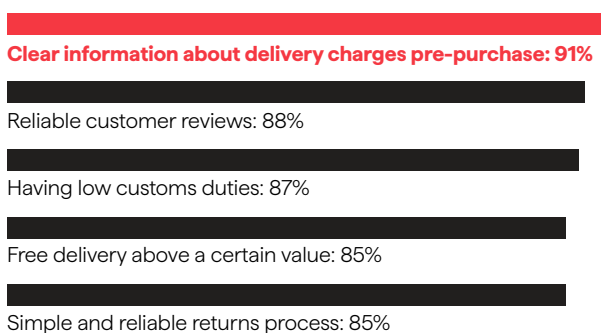
Doorstep delivery stays firmly on top, while mailbox deliveries continue to decline. Post office pickups lose notable ground this year, whereas safe-place delivery and parcel lockers gain traction as flexible alternatives.



Landmark Global can deliver your shipments directly to your Canadians customers' doorstep or their selected pick-up location of their choice. End-to-end tracking comes with every delivery.

Transparency and customs clarity shape delivery expectations

Clear delivery cost information remains the top priority for Canadian shoppers. Reliable customer reviews emerge as a key purchase influencer, while low customs duties, free delivery thresholds and simple returns remain central expectations.



81% of Canadians follow their parcel via tracking notifications

Sustainability expectations strengthen among shoppers

Environmental awareness is clearly present among Canadian consumers. Most already recycle their parcel packaging and expect retailers to use recyclable materials. A majority are willing to delay delivery to reduce environmental impact, while overpackaging remains a source of frustration.



Key Takeaways

How to score in Canada as a retailer

- ✓ Prioritize fast and reliable delivery, as speed leads and reliability gains ground among Canadian shoppers.
- ✓ Provide clear delivery costs and customs information, as transparency remains the top expectation.
- ✓ Build trust through reliable customer reviews, now a key influencer of purchase decisions.
- ✓ Cater to high-value purchases, as over half of cross-border orders now exceed US\$50.
- ✓ Offer recyclable packaging and sustainable options, as environmental expectations continue to strengthen.

Sources

- Statista
- Trade.gov
- IPC Cross-border E-commerce Shopper Survey 2025 – Canada report

How Landmark Global can help your business

Landmark Global is the trusted international logistics partner, powering your e-commerce growth. With a network spanning 220 destinations, our services include international parcel delivery, customs clearance solutions, and returns management. Being part of the bpost group enables us to expand our knowledge and capabilities and provide better e-logistic solutions to our customers.

Our fully integrated logistics services



Parcel
Delivery



Returns
Management



Customs
Clearance



International
Mail Delivery

Get in touch with us

Landmark Global is the cross-border e-logistics specialist, helping online retailers ship parcels worldwide with speed, reliability and local market expertise. We provide end-to-end e-commerce solutions, including delivery, returns, customs and fulfillment, serving over 220 destinations on 4 continents.



Learn more at www.landmarkglobal.com