

Country Factsheet

Canada



Canada's e-commerce infrastructure is highly developed

With 30 million online shoppers and a US\$65.5 billion eCommerce market in 2024, Canada offers strong opportunities for international retailers. Cross-border shopping remains key as consumers seek better prices and unique products. Competition is fierce, with Amazon Canada setting high expectations. Retailers who invest in seamless experiences and transparent logistics will be best positioned to succeed.



30 million
online
shoppers



11.9%
of total retail
is e-commerce



C\$65 billion
value
of e-commerce

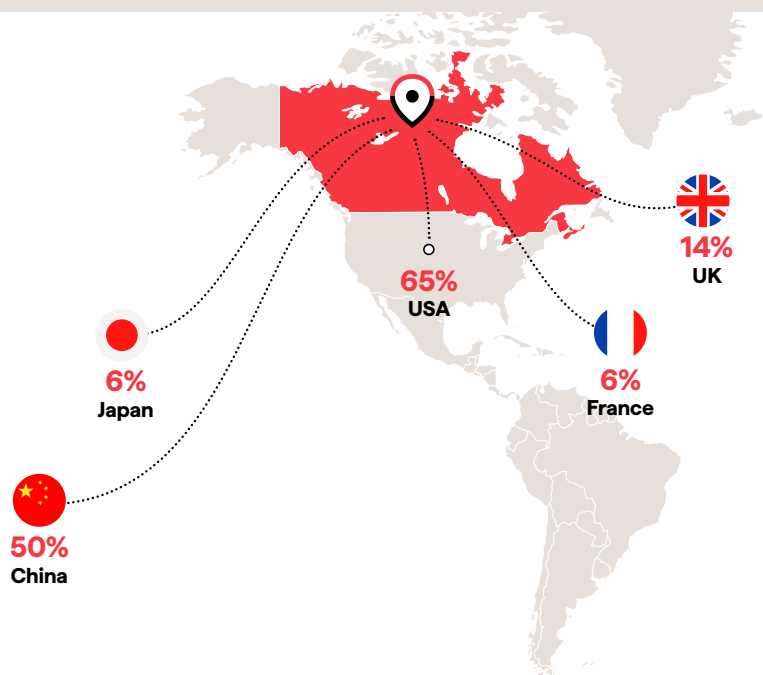


55%
of shoppers buy
cross-border

CONSUMER INSIGHTS

The US remains the top destination for Canadian cross-border shoppers

Canadians continue to favor the U.S. for cross-border shopping, maintaining its strong lead. While most other countries fluctuate, Mexico has gained traction, doubling its share from last year.



Delivery speed, product range, and low prices remain key drivers

Canadians are more eager than ever for fast delivery and a wide product selection. They prefer retailers that offer easy product discovery and reliable shipping while still valuing affordability.

Fast delivery speed: 43%

Choice of products & brands: 38%

Low product prices: 33%

Easy to find products: 31%

Reliable delivery: 31%

Clothing and footwear is by far the main cross-border purchase category

Canadians continue to favor clothing the most, while home and garden, along with toys, are gaining popularity. Meanwhile, books, music, and media have seen a decline in demand.

Clothing and footwear: 38%

Consumer electronics and accessories: 17%

Personal care and beauty products: 15%

Home and garden: 12%

Sport, leisure and hobbies: 12%

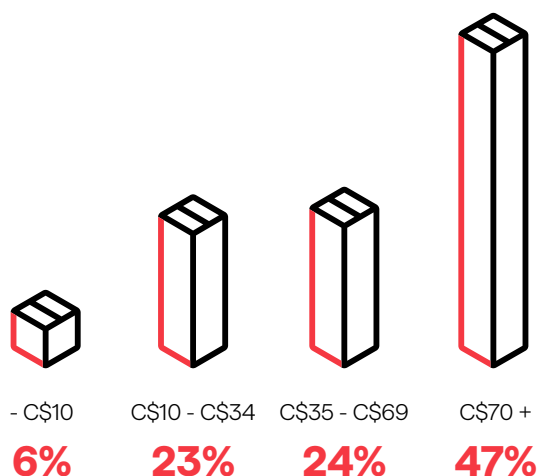
Toys: 11%



Landmark Global partners with both postal and commercial logistics operators to deliver your parcels from anywhere to Canada on time and in a cost-effective way.

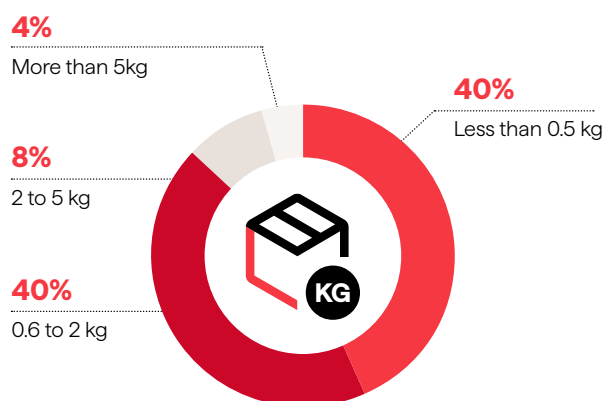
Nearly half of cross-border purchases are worth more than 70 Canadian dollars

The share of purchases worth C\$70 or more has risen slightly to 48%. Meanwhile, mid-range purchases have increased, while lower-value transactions have declined, signaling a shift toward higher-value cross-border orders.



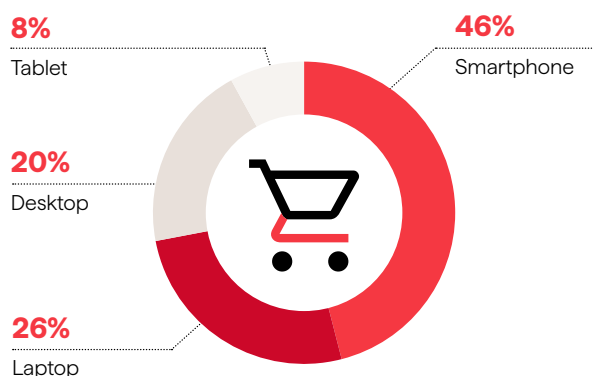
Most cross-border purchases are lightweight, with nearly half under 2 kg

Packages under 2 kg make up the majority, with a slight increase in the 0.6 to 2 kg range. Heavier shipments remain stable.



Canadian shoppers are shifting toward mobile shopping

Smartphone usage grew to 46%, reinforcing its steady rise in online shopping. Meanwhile, laptop and desktop purchases declined, while tablets remained unchanged.



Canadians continue to favor home delivery for their purchases

While most still prefer receiving parcels at their door, mailbox deliveries have declined. Post office pickups have increased, and more shoppers are opting for alternative addresses and parcel lockers.

At home: at the door: 79%

At home: in the mailbox: 65%

Post office: 42%

At home: safe place: 24%

Postal service point: 17%



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

Information about delivery charges is key

Canadians continue to value clear information on delivery costs before purchasing. A simple return process, low customs duties, and trust in the delivery company are also key concerns, while free shipping remains important.

Pre-purchase information about delivery charges: 69%

Simple and reliable return process: 58%

Having a low customs duty: 56%

Free delivery above a certain value: 56%

Trust in the delivery company: 56%



82% of Canadians follow their parcel via tracking notifications

Sustainability remains important but shows little change

Canadians still value reusable packaging, while concerns about overpackaging and recyclability have slightly declined. Willingness to delay delivery for environmental reasons remains unchanged.



want the packaging to be re-useable



dislike it when parcels are overpackaged



absolutely prefer recyclable packaging



are willing to delay the delivery date to reduce the environmental impact

Key Takeaways

How to succeed in Canada as an online retailer

- ✓ Prioritize fast and reliable delivery, as speed remains the top factor for Canadian shoppers.
- ✓ Ensure clear information on delivery costs, customs duties, and provide a simple return process.
- ✓ Optimize for mobile shopping, as smartphone purchases continue to rise across Canada.
- ✓ Cater to high-value purchases, as most cross-border orders now exceed C\$70.
- ✓ Offer sustainable packaging options, as many Canadians prefer reusable materials.

Sources

- IPC Cross-border E-commerce Shopper Survey 2024 – Canada report
- Statista
- Trade.gov

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