

E-commerce
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

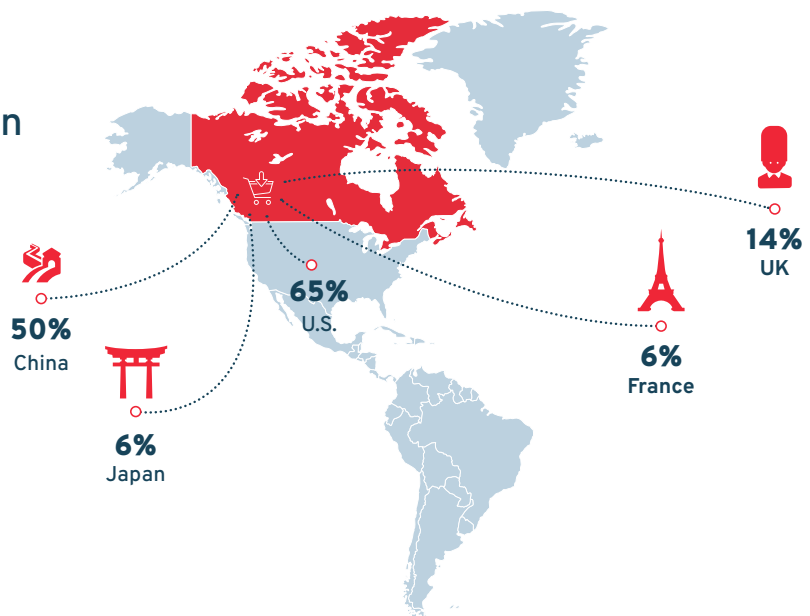


55%
of shoppers buy cross-border

CONSUMER INSIGHTS

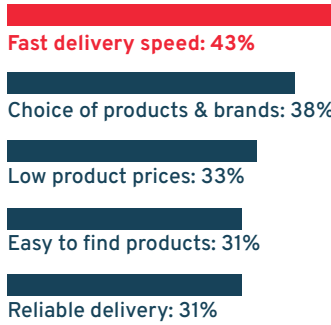
The US remains the top destination for Canadian cross-border shoppers

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.



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

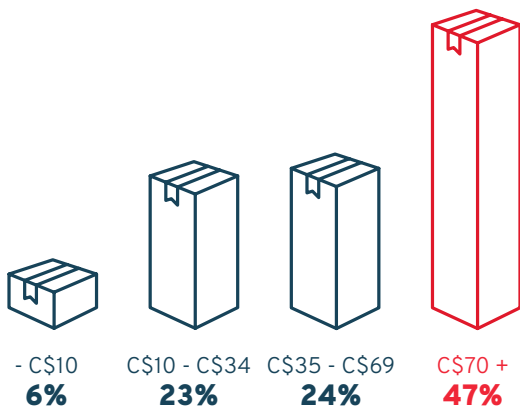
Canadians continue to favor clothing the most, while home and garden, along with toys, are gaining popularity. Meanwhile, books, music, and media have seen a decline in demand.



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.

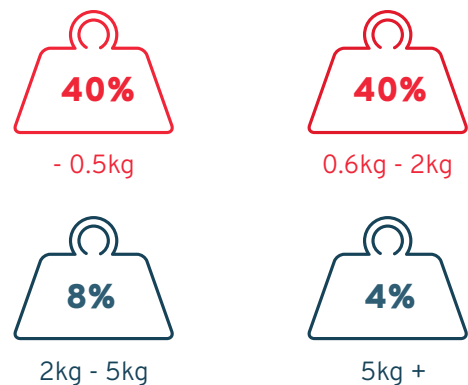
Nearly half of cross-border purchases are worth more than 70 Canadian dollars

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.



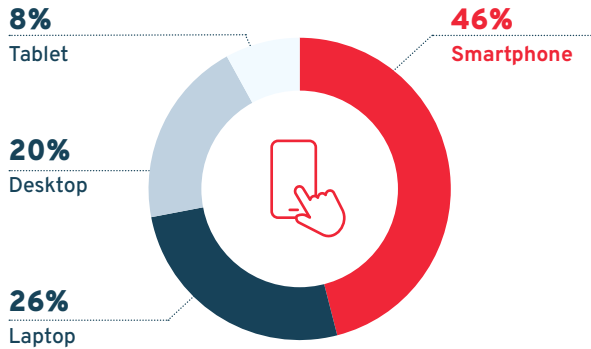
Most cross-border purchases are lightweight, with nearly half under 2 kg

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



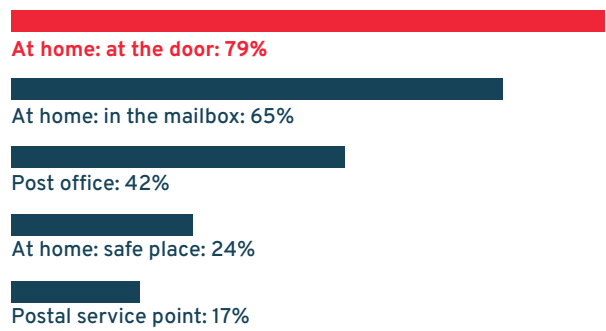
Canadian shoppers are shifting toward mobile shopping

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

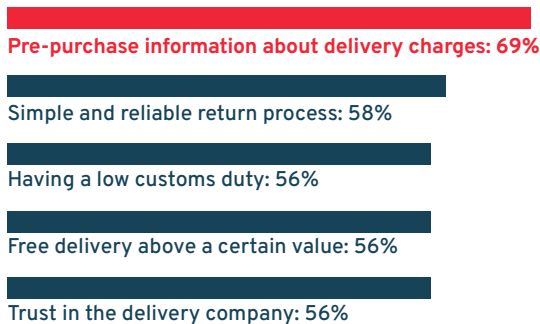
While most still prefer receiving parcels at their door, mailbox deliveries have declined. Post office pickups have increased, and more shoppers are opting for alternative addresses and parcel lockers.




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

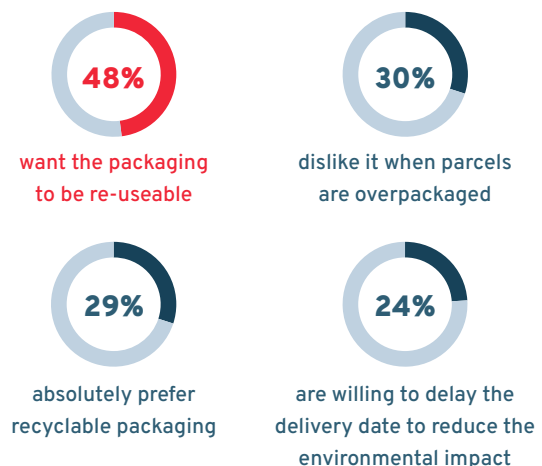
Canadians continue to value clear information on delivery costs before purchasing. A simple return process, low customs duties, and trust in the delivery company are also key concerns, while free shipping remains important



 **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.



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.

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Open your world

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

Sources

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

