

eCommerce in Canada: Everything you must know about Canadian Marketplaces

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| eCommerce in Canada is expected to grow by 4.9 trillion U.S. dollars in 2021.

Are you looking forward to establishing your presence in one of the saturated markets?

eCommerce in Canada is growing rapidly and can be associated with the flourishing needs. The Canadian eCommerce market, where customers can buy and sell the products and services through the electronic medium, is constantly developing.

| The Canadian government proclaimed to invest \$10 million in order to boost the Internet speeds and drive more Internet users. This accelerating speed implies greater access for larger Canadian audiences.

Retailers are now expanding their digital footprints over the past few years to increase revenue and grow their customer base in order to sell on top Canada Marketplaces (**here**). Since many of the areas have limited retail choices, which means the web will allow them an easier way to purchase a greater variety of items, competitive prices, and various shipping rates.

Given that there has been an ongoing flood in Canadian purchasers shopping on the web. The Marketplaces in Canada offers immense opportunities for global development.

A sneak peek to eCommerce business in Canada:

Reports suggest that 80% of the Canadians are shopping online. Which makes it mandatory for you to understand the buyer persona of your patrons which assists in reaching your target audience.

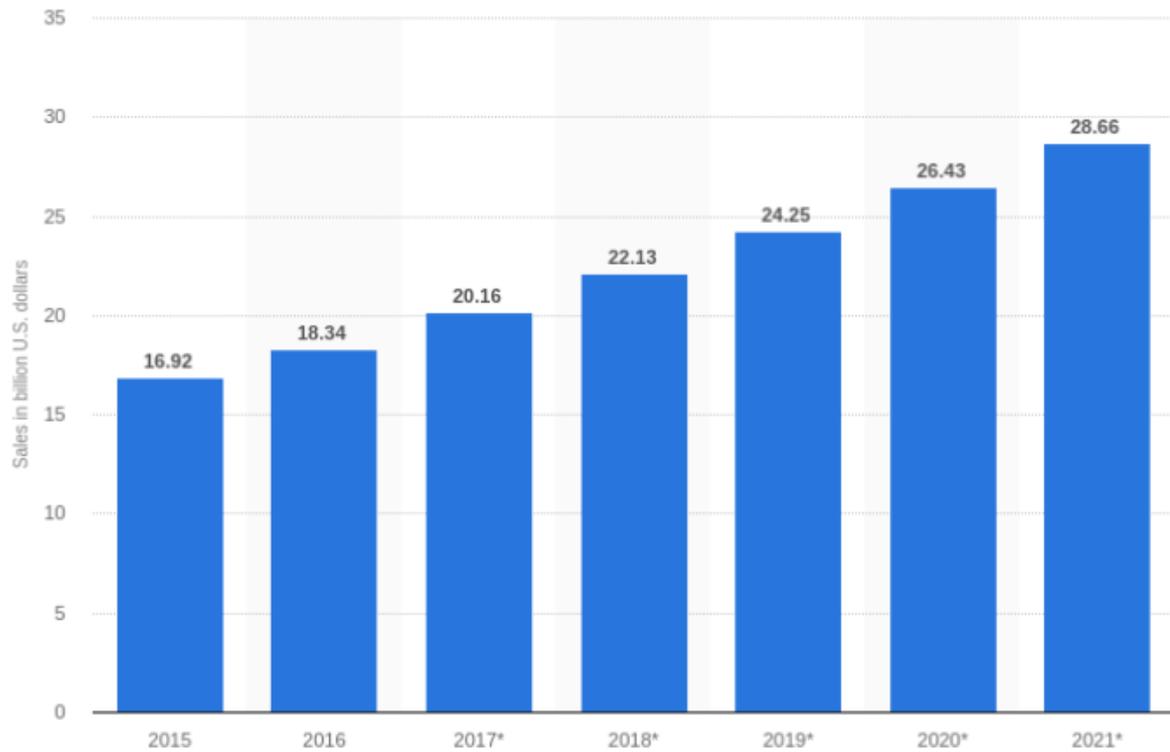


Image Source: Statista

The above report from Statista put-fronts eCommerce sales data in Canada.

However, it is of immense importance to understand the buying persona of Canadian patrons. Let's hone into some finer details.

What are Canadians buying online?



What are Canadians buying online from U.S based merchants?

When selling in Canada, you must be aware of the fact that **Canadians do prefer buying from eCommerce websites situated outside Canada.**



Channelise your multi-channel sales- [here](#).

Things you should consider while selling in Canada-

Find the target market- A target market has specific demographics and geographical locations. Identifying your target Canadian market brings you the opportunity to offer products and services to your potential customers. Hence, assists you build a great relationship with your to-be-clients.

Find the best product to sell online- Finding the best product is one of the most challenging tasks in the eCommerce industry. On the same note, it plays an important role in creating a successful eCommerce business by figuring out what to sell online in Canada. It is the most important step in creating a profitable and growing company as a wrong decision could leave you stuck with a lot of inventory, forcing you to sell it at a loss.

Eradicate the Language Barrier- “Language” can either “**make**” or “**break**” your business. Canada has two official languages: English and French. And if your business has a local presence in the province of Quebec, you are required by law to support

French, not only within the store but on your website.

Taxes- When you are running your eCommerce business, it's important to know how and when to charge sales tax (GST, HST, and PST). Also, your eCommerce setup should be capable enough to add the correct amount of tax.

Mobile Usage– Canadians are spending more time surfing the web than ever before. Having said that, you would be amazed to know that Canadians between the ages of 18 to 34 spent even more time on the Internet.

According to comScore **Canadians spend 49% of the time with their smartphones.** So the seller must consider a mobile strategy when penetrating the Canadian market. And have to make sure that their website is optimized for mobile browsing across different devices and has a responsive web design that allows for ease of purchase.

Leverage the perk-

Avail the trio offer – *Get three integration extension at the prices of two* –
HERE.

How about acknowledging the most popular Online Payment methods in Canada?

Of so many Payment methods in Canada, there are these most popular Payment methods-

-Payment by Digital bank card

Braintree, Simplify Commerce, Stripe, Authorize.Net, WorldPay, SagePay, Netbanx, Moneris

-Payment by PayPal

-Payment via prepaid cards

A closer Glimpse of eCommerce business in Canada-



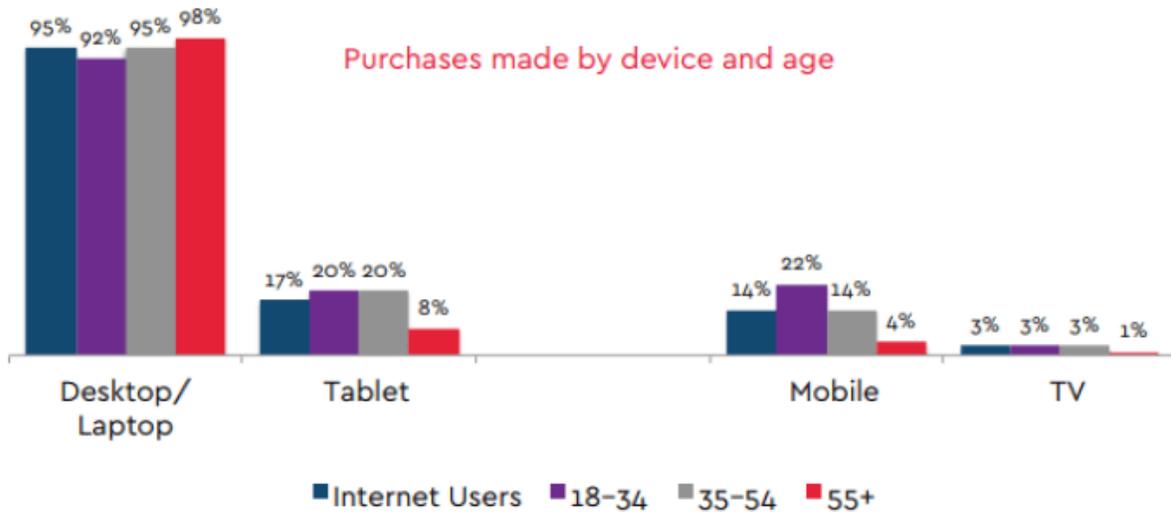


Demand for Canadian products is strong in many growing markets around the world. However, to simplify your multi-channel sales we have brought in the perfect solution for you- [here](#).

Preferred platform for online shopping-

eCommerce has given the facility to shop anytime, anywhere people wish. It also provides the options to look for available best deal possible- whether online or in a brick-and-mortar store. So, most of the Canadian customers are now expecting a seamless shopping experience

between sites and stores. Where a majority of online purchases are made from desktop or laptop computers.



The most selling season for selling online in Canada-

The most of the customer buying holidays are the same as the buyer of the United States:

- Christmas (December 25)
- Back-to-School (August)
- Mother's Day (May)
- Valentine's Day (February 14)
- Easter (March/April)
- Father's Day (June)
- Canada Day (July 1)
- and Halloween (October 31)
- Black Friday (the fourth Thursday of November)
- Cyber Monday (the first Monday after Black Friday)

Ready to break your sales record this festive season? Hit in to get the effective pre sale festive season tips- [HERE](#).

What Canada has in-store for sellers?

Registering yourself as a seller brings you so much of hoards of profits. In the meanwhile, let's get into the finer details of the top marketplaces to sell in Canada.

Top Marketplaces in Canada

Some of the prevailing marketplaces in Canada are as follows:

a) BestBuy Canada marketplace: [Key Points]

- BestBuy Canada gives access to over 225 million visitors per year, with 18.5 million visitors every month.

- It does not demand any setup fee or any kind of payment processing fees for sellers.
- Ready-built brand loyalty and active customer base.
- Country's largest electronics retailer. Expanded its categories to furniture, toys, watches & jewelry and sports & recreation.
- BestBuy highlights their sellers' product in its forums, blogs, and newsletter (which has over 5 million subscribers).

Sell on BestBuy Canada

b) Newegg Canada Marketplace: [Key Points]

- Entertains more than 20 million annual customer visits; 65,000 unique visits daily.
- Charges a commission ranging between 8% and 15%.
- The company has expanded its range of goods and has now positioned itself as an “**all things**” marketplace.
- Also offers a wide variety of marketing opportunities to help increase the brand's visibility through its email marketing and daily deal highlights.
- Sellers willing to sell on Newegg Canada marketplace should have a Canadian Business Identity.

Sell on NewEgg Canada

c) Walmart Canada Marketplace: [Key Points]

- Walmart Canada's marketplace boasts 8 million unique monthly visitors.
- Walmart CA does not ask for any setup or monthly fees. Instead, Walmart takes a referral fee from each sale (between 6% and 15% depending on the type of product sold).
- Its Free Shipping Options enable the buyers to shop effortlessly.
- If you are an existing seller on Walmart US marketplace then you can easily onboard Walmart Canada, provided you should have shipping services in Canada.
- Walmart CA marketplace figured a less number of sellers, so competition is comparatively lower.

Sell On Walmart Canada

PRO TIP

Before entering any new marketplace, it's important to research consumer trends first. Go through the trending goods to sell on Canadian Marketplaces before jumping in. Consider all about the seasonal offerings, general trends, and territory-specific buyer habits.

CedCommerce Is the Key:

CedCommerce provides integration to all the aforementioned marketplaces. We have got a solution for all your grievances. Our marketplace extensions' major features include:

Bulk uploading of products- Our Marketplace Integration extensions enables you to upload products in bulk on the marketplace.

Auto acknowledgment of orders- Auto acknowledgment is facilitated whenever an order is placed on the marketplace within a span of 15 minutes.

Product Synchronization- Product information is synchronized along with the management of price and inventory.

Order Management- The Marketplace Integration extensions ensure easy listing and fulfillment with tracking information of marketplace orders from your native online store.

Real-time error handling- The Marketplace Integration extensions lets you achieve Real-time error handling. If any issue occurs while uploading products, proper messages are shown in the notification section for respective errors.

Full-featured dashboard- The full-featured, easy-to-use dashboard gives the overall required information regarding the number of products available on the Marketplace Integration extensions.

Conclusion:

Canada is ultimately a huge nation with a growing population of online shoppers, so it's best to get involved now while the number of digital shoppers is on the ascent.

Apparels (fashion) and accessories lead the path with online buyers in Canada. Followed by books, consumer electronics and toys, hobbies & games.

Moreover, it does not matter if you're selling your products internationally or looking at cross-border sales. We thoroughly recommend you to take advantage of the multiple different sales channels out there in order to extend your reach and augment business growth.

Sources-

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