



Destination Canada

Country factsheet



Spring

global delivery solutions

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Canada is one of the world's wealthiest countries and the **9th largest e-commerce market**.



Revenue is expected to reach **£62.12 billion** comparable to **£52.17 billion** – a **20% increase**.



E-commerce user penetration will be **76.4% in 2023**, expected to hit **79.1% by 2027**.



34% of Canadian e-commerce shoppers **buys online at least once a week**.

A land of opportunity for UK brands and retailers!

E-commerce in 2022 Vs 2021



24%
Shopped less



42%
No change



34%
Shopped more online

Main cross-border categories by purchase

-  **36%** Clothing, footwear & apparel
-  **20%** Consumer electronics & accessories
-  **16%** Personal care & beauty products
-  **14%** Sports, leisure & hobbies
-  **11%** Home & garden
-  **11%** Jewellery & watches
-  **11%** Books, music & media
-  **10%** Toys

Top 6 Cross-border countries of purchase:

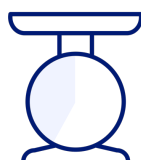
The **UK** had the highest **increase with 3%**. The **USA** lost the most market share with a **2% loss**.

	2021	2022
↓ United States	66%	63%
↑ China	49%	51%
↑ United Kingdom	15%	18%
↑ France	6%	7%
↓ Japan	7%	6%
↑ Germany	3%	5%

Product weight

cross-border purchases weighed

42% up to **0.5kg**



81% up to **2kg**



Top Tip: Spring's service is ideal for shipments up to 2kg.

It is fully tracked and avoids complications like customs clearance and returns due to our integration with leading international distribution networks.

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Marketplace

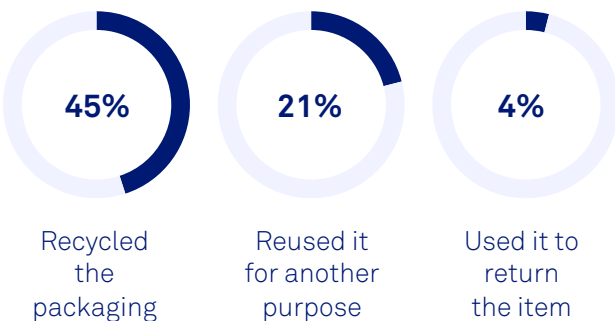
Amazon is the dominant marketplace in Canada

Despite a 1% drop from 2021, Amazon remains the leading marketplace. Many other marketplaces saw a slight drop apart from Shein with a 3% increase.



Packaging & Sustainability

Sustainable packaging is important for Canadian consumers, with **53% expecting packaging to be recycled**.

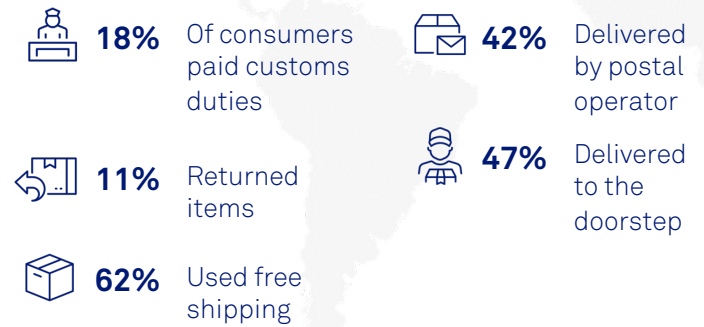


Top tip: make sure your packaging is both recyclable and reusable

VAT & Duty insights

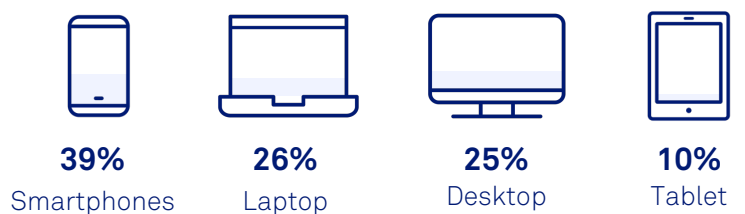
<p>VAT payment threshold CA\$20 (€13/£12*)</p> <p>Duty payment threshold CA\$20 (€13/£12*)</p>	<p>Which Spring GDS service DDP (Delivery Duty Paid) or DAP (Delivered at Place)</p>	<p>VAT Rates 5 -18% subject to state</p> <p>Duties Rates 1.47% average** Overview of local tariffs</p>	<p>Prohibited and restricted goods Find the local-specific overview here</p>
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Most recent cross-border purchase



Top tip: offer home delivery service and a customs clearance solution, so your goods move swiftly without any delay, inconvenience, and additional costs to your customers.

Smartphones dominate the usage of online shopping devices with a 5% increase in a year



Top tip: make sure your website is fully mobile responsive!

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VAT & Duty insights



Registration

Threshold registration***

VAT (GST/HST) registration mandatory if annual sales exceed CA\$30,000 (€20,700/ £18,500*)

Apply for registration

VAT (GST/HST)

Value	VAT**	Duty**	Settlement
CA\$ 0 – 20	Not Applicable	Not applicable	No VAT or Duty payable
CA\$ 20+	Applicable on all imports	Applicable on all imports	DDP – VAT and duty to be settled directly by the shipper and charged at the point of sale to the recipient. DAP – VAT & Duty to be settled by the recipient upon delivery. Plus, a local handling fee

Top tip: all shipments to Canada over \$20, including shipping, are subject to duties and taxes, which must be paid for by the customer.

Our customs clearance solution allows for the goods, duties, and taxes to be paid for at the checkout and helps avoid delays or even returns

Disclaimer:

* Exchange rates can go up and down

** VAT/Duty rates are subjected to destination, HS code, value, product type and origin.

*** Not applicable for Spring's customs clearance solution.

About Spring

Spring GDS is part of the PostNL group and a leading name in e-commerce cross-border delivery solutions.

With Spring GDS, you get simplified deliveries, customs clearance and returns in all key markets. You can also easily integrate our global delivery solutions with your webshop or e-commerce marketplace.

That's why Spring GDS has become a trusted partner for businesses wanting to deliver worldwide.

We continuously reach our business and sustainability goals by taking on the complexity of cross-border e-commerce for our customers so they can focus on what matters most: growing their businesses.



All Spring GDS shipments are CO2 neutral, supporting your brand and the environment.

Get in touch with us



Visit: www.spring-gds.com

E-mail: marketing.uk@spring-gds.com



Expert e-commerce solutions

Simplified deliveries, customs clearance and returns



Part of the PostNL group

Direct access to leading international distribution networks



A global company with local experts

Deliver worldwide with over 230 reliable local postal carriers

Sources:

ecommercedb.com | statista.com | IPC Cross-border E-Commerce Shopper Survey 2022