

Walmart Canada Launch Guide

Your Complete Playbook for Expanding to
Walmart.ca Marketplace

BLUESTACK CONSULTING

Your Walmart Marketplace Growth Partner

2025 Edition

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Chapter 1

Why Walmart Canada?

Walmart Canada represents one of the most compelling international expansion opportunities for US-based Walmart sellers. With over 400 physical stores and a rapidly growing eCommerce platform, Walmart.ca offers access to Canada's 40+ million consumers with relatively low competition compared to the US marketplace.

The Canadian Opportunity

Growing eCommerce Market: Canadian eCommerce is growing at 15-20% annually, with Walmart as one of the most trusted retail brands in the country.

Less Competition: Walmart.ca has significantly fewer marketplace sellers than Walmart.com, meaning less competition for search visibility.

Brand Recognition: Walmart has strong brand recognition in Canada, with over 400 stores providing a built-in customer base.

Cross-Border Synergies: US sellers can leverage existing supplier relationships, product knowledge, and brand assets for the Canadian market.

Geographic Proximity: Shipping from the US to Canada is faster and cheaper than shipping to most other international markets.

Market Size and Potential

Metric	Canada	US (for comparison)
Population	~40 million	~335 million
eCommerce Market	~\$60B CAD annually	~\$1T USD annually
Walmart Stores	400+	4,600+
Online Competition	Lower	Very High
Average Order Value	Higher per capita online	Varies widely

Chapter 2

Application & Setup Process

Step-by-Step Application Process

1. Visit marketplace.walmart.ca and submit your seller application
2. Provide business documentation (registration, tax IDs, proof of identity)
3. Demonstrate eCommerce experience (existing sales on other platforms helps)
4. Complete the onboarding process with Walmart's Canadian marketplace team
5. Set up your Canadian Seller Center account (separate from US account)
6. Configure payment information for Canadian Dollar (CAD) settlements
7. Set up shipping templates and return policies for Canadian customers
8. List your initial product catalog on Walmart.ca

Key Differences from US Registration

- Separate seller account required (not linked to US account)
- Canadian tax obligations must be addressed (GST/HST/PST)
- Product listings need to comply with Canadian regulations
- French language requirements for products sold in Quebec
- Pricing must be in Canadian Dollars

Chapter 3

Cross-Border Selling Requirements

Selling cross-border from the US to Canada requires compliance with Canadian import regulations, labeling requirements, and consumer protection laws. Understanding these requirements upfront prevents costly compliance issues later.

Import & Customs Considerations

Customs Duties: Products shipped from the US to Canada are subject to customs duties. Factor these costs into your pricing to maintain margins.

De Minimis Threshold: Canada's de minimis threshold for duty-free imports is lower than the US. Products above the threshold incur duties and taxes.

Product Restrictions: Some products that are legal to sell in the US may be restricted or require special permits in Canada. Verify regulatory compliance for your product category.

Labeling Requirements: Canadian regulations require bilingual (English and French) labeling for many product categories.

Country of Origin: Products must accurately declare their country of origin for customs purposes.

Chapter 4

Listing Optimization for Canada

Your US listings cannot simply be copied to Walmart.ca. Canadian optimization requires attention to local search behavior, measurement preferences, and cultural nuances.

Localization Best Practices

Metric Measurements: Canada uses the metric system. Include dimensions in centimeters, weight in kilograms, and volume in liters alongside imperial measurements.

Canadian Spelling: Use Canadian English spelling (colour instead of color, centre instead of center, etc.) in your listings.

Local Keywords: Research keywords using Walmart.ca's search bar, as Canadian shoppers may use different terms than US shoppers.

Seasonal Relevance: Canadian seasons and holidays differ from the US. Adjust your seasonal strategy (e.g., Thanksgiving is in October in Canada).

Price References: All prices must be in CAD. Do not reference USD pricing.

Chapter 5

Pricing in Canadian Dollars

Pricing strategy for Canada requires accounting for currency exchange rates, import costs, higher shipping costs, and different competitive dynamics.

Pricing Formula for Cross-Border Sellers

Your Canadian price should account for:

- US product cost converted to CAD at current exchange rate
- Import duties and customs brokerage fees
- International shipping costs (US to Canada)
- Walmart.ca referral fees
- Canadian tax obligations
- Desired profit margin
- Competitive market positioning

■ **Pro Tip:** Use a dynamic pricing tool that accounts for CAD/USD exchange rate fluctuations. A favorable exchange rate can significantly improve your margins, while an unfavorable rate can erode them quickly.

Chapter 6

Fulfillment & Shipping to Canada

Fulfillment Options for Canadian Orders

Option	Pros	Cons
Ship from US (Cross-Border)	Uses existing US inventory. No Canadian warehouse needed.	Longer delivery times. Customs delays possible. Higher shipping costs.
Canadian 3PL (Domestic)	Fast domestic delivery. No customs for customers. Better customer experience.	Need Canadian inventory. Additional operational complexity. Warehouse costs.
WFS Canada (When Available)	Walmart-managed fulfillment. Fast delivery badge. Best search ranking.	May have limited availability. Storage fees apply. Inventory planning needed.

Shipping Best Practices

- Use carriers with strong US-to-Canada service (UPS, FedEx, DHL, Canada Post)
- Pre-clear customs when possible to reduce delivery delays
- Include all required customs documentation with every shipment
- Set realistic delivery timeframes that account for border crossing
- Consider duty-delivery-paid (DDP) shipping to improve customer experience

Chapter 7

Tax & Compliance Considerations

Canadian Tax Obligations

Canada has a multi-layered tax system that differs significantly from the US. Understanding your obligations is essential for compliance and profitability.

GST (Goods and Services Tax): A federal tax of 5% that applies to most goods and services sold in Canada.

HST (Harmonized Sales Tax): Some provinces combine federal and provincial taxes into a single HST rate ranging from 13-15%.

PST (Provincial Sales Tax): Some provinces charge a separate provincial sales tax in addition to GST.

Non-Resident Registration: Foreign sellers exceeding certain revenue thresholds must register for GST/HST collection.

We strongly recommend consulting with a tax professional who specializes in Canadian eCommerce taxation to ensure full compliance. Tax obligations can vary significantly based on your business structure, revenue levels, and the provinces you sell into.

Chapter 8

Bilingual Requirements (English/French)

Canada is officially bilingual, and Quebec's language laws (Bill 101 and subsequent legislation) require French-language product information for goods sold in the province. This has implications for your Walmart.ca listings.

What Needs to Be Bilingual

- Product packaging and labels (for physical products shipped to Quebec)
- Product safety information and warnings
- User manuals and instruction materials
- Warranty information

Listing Language Best Practices

- Walmart.ca supports bilingual listings—create both English and French versions
- Use professional translation services for French content (not machine translation)
- Ensure French translations are culturally appropriate for Quebec consumers
- French keywords may differ significantly from direct English translations—research them separately

Chapter 9

Advertising on Walmart Canada

Advertising options on Walmart.ca are growing but may differ from what is available on Walmart.com. As the Canadian marketplace matures, expect advertising capabilities to expand.

Current Advertising Options

- Sponsored Products are available for Canadian marketplace sellers
- Campaign management is through the Walmart.ca Seller Center
- CPCs tend to be lower than on Walmart.com due to less advertiser competition
- Keyword strategies should be tailored for Canadian search behavior
- Budget in CAD—conversion rates affect your effective ad spend

■ **Pro Tip:** *Lower competition on Walmart.ca means your advertising dollars go further. Many profitable keywords that are expensive on Walmart.com can be acquired at a fraction of the cost on Walmart.ca. This makes the Canadian marketplace especially attractive for advertising-driven growth strategies.*

Chapter 10

Canadian Consumer Behavior

Canadian consumers share many characteristics with US shoppers but have distinct preferences that successful sellers should understand.

Value Consciousness: Canadian consumers are highly value-conscious and compare prices across retailers diligently.

Brand Loyalty: Once Canadian consumers find a brand they trust, they tend to be more loyal than average.

Free Shipping Expectations: Canadian consumers increasingly expect free shipping, though delivery time expectations may be more flexible than in the US.

Environmental Awareness: Canadian consumers show strong preference for environmentally responsible products and packaging.

Local Preference: Many Canadian consumers prefer to buy from Canadian sellers. Position your brand as Canada-friendly.

Seasonal Buying Patterns: Canadian winters are harsher and longer, affecting seasonal product demand significantly.

Appendix

Canada Launch Checklist

Pre-Launch

- Apply to Walmart.ca marketplace
- Register for Canadian tax obligations (GST/HST)
- Identify initial product catalog for Canadian market
- Research Canadian keyword demand for your products
- Set up fulfillment solution (cross-border or Canadian 3PL)
- Prepare bilingual product content (English + French)
- Verify product compliance with Canadian regulations
- Set up Canadian pricing strategy with exchange rate buffer

Launch

- List initial products with localized, optimized content
- Test fulfillment process with small order volume
- Launch Sponsored Products campaigns on Walmart.ca
- Monitor delivery times and customer feedback
- Track CAD/USD exchange rate impact on margins

Post-Launch

- Optimize listings based on Canadian Search Insights
- Scale advertising on proven campaigns
- Expand product catalog based on demand signals
- Evaluate transition to Canadian warehouse if volume justifies
- Plan for Canadian seasonal events and holidays

About Bluestack Consulting

Bluestack Consulting helps US sellers successfully expand to Walmart Canada through expert guidance on cross-border logistics, listing localization, and Canadian market strategy. Visit

bluestack-ws.web.app/resources.